

COURT ORDERS:

DIVORCE BY FEB. 8, 1953

MOTION PICTURE HERALD

NOTICE 0001
FEB 11 1950

**"AX THE TAX" FIGHT
GAINS MOMENTUM
— AND OPTIMISM**

*Drive-ins Battle N. Y.
Building Limit Plan*

*Video Cuts Grosses,
Capital Survey Finds*

ALLIED BOARD MEETS



REVIEWS (In Product Digest): THREE CAME HOME, YOUNG MAN WITH A HORN, OUTSIDE THE WALL, JOE PALOOKA MEETS HUMPHREY, THE EAGLE AND THE HAWK, STORM OVER WYOMING, CHAMPAGNE FOR CAESAR, FATHER IS A BACHELOR, CRY MURDER, BELLE OF OLD MEXICO, THE TATTOOED STRANGER. (In News Section): BARON OF ARIZONA

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FEBRUARY 11, 1950

The Year's Greatest Honor

M·G·M TOPS!

**WINNER OF 2 OUT OF 3 TOP AWARDS
IN PHOTOPLAY'S ANNUAL FAN POLL
TRULY THE VOICE OF THE BOX-OFFICE!**



"Gold Medal Winner"

"THE STRATTON STORY"
MOST POPULAR PICTURE
OF THE YEAR



"Gold Medal Winner"

JAMES STEWART
YEAR'S MOST POPULAR
MALE PERFORMANCE



"Citation"

JUNE ALLYSON
One of 5 Top Roles of
Year for Actresses



"Citation"

**"TAKE ME OUT TO
THE BALL GAME"**
One of the "10 Most Popular
Pictures" of the Year

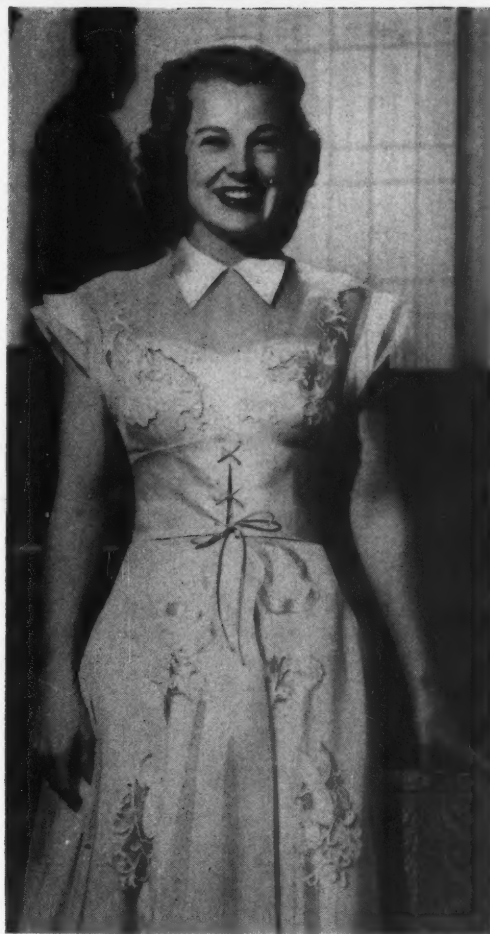


"Citation"

"LITTLE WOMEN"
One of the "10 Most Popular
Pictures" of the Year



JAMES STEWART
 honored by the fans
 of America in
 Photoplay's Annual
 Poll of the
 public is
 now appearing in
 the big M-G-M
 adventure success
"MALAYA"



JUNE ALLYSON
 selected as No. 1 actress
 by *Country Gentleman's*
 millions of readers and
 by exhibitors in Boxoffice
 Magazine's *Barometer*
 and now honored by
 Photoplay will next
 be seen in M-G-M's
**"THE REFORMER
 AND THE REDHEAD"**

And naturally the most popular trade-mark!

"BROTHERHOOD—FOR PEACE AND FREEDOM"





*First
Engagement
Now!*

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MATCHLESS IRM

KIRK DOUGLAS

"Young

PRODUCED BY JERRY WALD DIRECTED BY MICHAEL RIT

UMI

MOST ELECTRIFYING STAR-MATCH


"Put down
your horn,
jazz man
-- I'm in the
mood
for
love!"

WARNER EXCITEMENT!

AS LAUREN BACALL DORIS DAY

and **man with a horn**"

WITH
HOAGY
CARMICHAEL

ELRTIZ SCREEN PLAY BY CARL FOREMAN AND EDMUND H. NORTH  JUANO HERNANDEZ
FROM THE NOVEL BY DOROTHY BAKER MUSICAL DIRECTION BY RAY HEINDORF

Mr. Martin Quigley *takes pen in hand...*

The legend, "Darryl F. Zanuck Presents," gains a new and brilliant lustre from its main-title position in association with this markedly different kind of motion picture. In the imposing storehouse of Zanuck productions there is nothing quite like "Three Came Home." While stark and realistic at times, it also has moments of quiet, restrained power that bespeak a harvest of both talent and experience.

There is a story behind the story. An American woman, Agnes Newton Keith, born in Oak Park, Illinois, married a British consular agent and went to live in North Borneo. She wrote a book telling of her experiences when she, the lone American, and 79 Europeans became prisoners of the Japanese in the early days of the late war.



The book became a Book of the Month selection and gained a large reading public. It was distinctly out of the usual pattern of motion picture stories and there was little or no competition for it for screen purposes. But Zanuck determinedly acquired it and put in train a long series of preparations which included the photographing of considerable material in Borneo.

The production which eventually ripened out of long and careful preparation is notable in its human impact. While studiously minding its own business in telling its story it becomes incidentally a striking argument against war and the inhumanities that war breeds.

Two of the acting performances, by Claudette Colbert and the veteran Sessue Hayakawa, are of Academy award calibre. Nunnally Johnson makes distinguished contributions as the producer and the writer. The direction by Jean Negulesco is sharp, sensitive and adds up to many moments that are of the stuff

that audiences long remember. In addition to the efforts by the principals two effective performances are contributed by Patric Knowles and Florence Desmond.

The story in which Claudette Colbert plays the real life role of the author of the book is depicted untheatrically and with a great deal of genuineness. The Japanese captors are not made out as melodramatic fiends. They are dealt with much more severely by means of an authentic interpretation of the true facts of their behavior. Hayakawa gives a vivid portrayal of the Japanese militarist's confusion of loyalties, hatreds and devotions.

There is an inspiring example of high courage in the manner in which the Colbert character and the Europeans meet the terror, torment and privation of the three years during which they are the captives of the oriental horde that once so savagely swept through the South Pacific.

"Three Came Home" seems destined to make a sharp impress upon audiences — and upon current screen history as well.

* *It also appeared as a
Reader's Digest Feature, Mr. Quigley.*



World Premiere, February 20th, Astor Theatre, New York

MOTION PICTURE HERALD

MARTIN QUIGLEY, Editor-in-Chief and Publisher

MARTIN QUIGLEY, JR., Editor

Vol. 178, No. 6

February 11, 1950



It is still TAXES

Q Whatever is to be done for now about that box office excise tax has got to be done at once.

Q Obviously enough, the industry, preoccupied by what seemed even more important internals, has started late. The only answer is heat and diligence forthwith.

Q Heated and swift attack may yet be effective, if it is heated and swift enough in the creation of a sharply cumulative state of mind.

Q One is affording no revelation in the statement that the internal problem is entirely economic and externally all political. That means that the expressions which arise from the customers, those box office millions, who are also voters, become inevitably convincing and important as they represent voters.

Q We can use all the available evidence that the people who pay the tax for the right to patronize the motion picture as the art of the people, are good and plenty indignant at what they are being charged in this department for their share of the wars-coming-and-going, and the Government. Taxes are always put on when the opportunity looks handy. This is the occasion on which it will be helpful to make the theatre box office look a bit less handy. Politicians are not friendly to marked unfriendly reactions.

Q There is only one cogent reason for hanging taxes on the motion picture box office—that is because it is lighted up at night and looks handy.

Q There are economic reasons galore, but the one that counts is what it does to the vote.

THOSE AWARDS

SINCE there seems just now to be enough debatable matter and manifestations in the area of public relations, there is an order of satisfaction in the announcement that the majors will once again underwrite the annual Academy Oscar award party. That reverses last year's much discussed and generally unpopular decision, which, whatever the real reasons came along in the midst of one of Hollywood's economy waves.

No matter what the motion picture industry internally thinks about assorted aspects of the annual Oscar competitions of the Academy of Motion Picture Arts and Sciences, the awards have become a world event of the screen, with no quibbles about complexities of how and why and related details. One can fancy that as much question or more might be raised about all manner of world competitions, including the classic

Olympics. The public gets the final net and the declaration of the winners, and that's that. All is presumably to the benefit of the industry, and possibly the art.

The run-out on the awards last year, without regard to the merits of any aspects of the decisions involved, did result in a bad press—and of that the motion picture has had plenty, and needs no more. In the world press the Academy Awards mean glory, which we can use.

The industry clans of Hollywood and New York flatter themselves that the little chicanes and maneuvers which inevitably have and inevitably always will pervade the maneuvers leading up to the entries, the closing of the lists and the voting are as widely known as the awards themselves. That is decidedly incorrect. In the ultimate such matters become as obscure as the details of the vote in the river wards of Kansas City in a national election.

Meanwhile the main pretext of issue seems to have been the cost of the ornate big party for the presentation of the Oscars.

The presentations probably mean everything to the literal-minded folk of Hollywood, but they mean little indeed to the wire and cable reports which go around the world that night. The fact is that in terms of over-all public relations, the final result would be as easily achieved by giving a release to a telegraph messenger and telling the winners to come in with a basket and collect the statuettes. It would all look about the same everywhere on the first pages from London to Hometown, except maybe in the Hollywood *Citizen-News*.

Just for the record, statistics and history, it might be appropriate for the Academy to decide once and for all and finally who are to sit in judgment and vote on the Oscars. That has varied from year to year—but without important effect. In some far tomorrow there might be someone who would like to ask "Who said?"

It is entirely understandable that the Academy should have been founded within the art for constructive purposes, including constructive mutual evaluation, including mutual appreciation, but the Awards have for publicity reasons become of world concern. Now the industry must take the Academy and its awards on that basis, its external reputé, or suffer a loss.

There is apparently enough a recognition of that in the statement from "a spokesman" for the majors that the renewal of financial support is for "this year's" awards. There's a hint of a hand of continuing control, or something.

"Academy Awards" as a phrase has a value, to motion pictures, which have an Academy.

Q If you've been missing any old customers recently you might look on Page 14 of the January 21 issue of *The Herald* and find them covered in the surprising statistics on population shifts. The West and the South are getting them. There are two factors, growing industrialization in those areas, also the aging population of oldsters who retire and run away from winters.

—Terry Ramsaye

Letters to the Herald

Small Price to Pay to End Inequities, Says Brecher

Selling and other trade practices confronting exhibitors, now climaxed by competitive bidding, are of their own making, Maurice M. Rubens, president of the Royal Theatre Company, Joliet, Ill., charged in an interview published in MOTION PICTURE HERALD on January 28.

Here is what a well-known New York exhibitor has to say in reply:

TO THE EDITOR:

Mr. Rubens' nostalgia for the good old days is really touching. Gone are the days when a salesman could go from exhibitor to exhibitor with signed contracts to up the ante. No longer is it possible to "merrily sign up for the entire product released by each producer—whether he could use it or not—hire a bright boy known as a 'manager' and then depart for a round of diversion, etc."

The first interference with the freedom of this rugged individual was the "stop" picture idea, representing the gall of the distributor who actually expected the exhibitor to fulfill his contracts. Even the dodge of setting paydates for the passed-up pictures and cancelling them after the "stop" picture was used ceased to operate. Then came the dark days of percentage selling. Twenty per cent! It is a miracle that Mr. Rubens survived it!

I am sure there is nothing autobiographical in the recital of how easy it was "to 'beat the game' by selling unrecorded tickets and various other methods", but like other devices of those golden days, this is gone beyond recall. Then came the hue and cry against block booking. No longer could Exhibitor A sign up everything in creation, whether he used it or not, and keep Exhibitor B from getting an inch of film. If a fellow wanted to keep his competitor from getting pictures, he actually had to act with some degree of responsibility. Almost as if the other fellow had a right to live.

And now comes the assault on clearance. "Exhibitors who operated profitably under a clearance practice for many years decided it was now an unfair trade practice." Surely Mr. Rubens knows better than to say that exhibitors consider all clearance an unfair trade practice. The clearance that is considered an unfair trade practice is the one that permits a theatre affiliated with a distributor organization, or with a large circuit, to blanket out the competition in each of the

localities where such a theatre may be located. The only holler about changes which are becoming a "must" under the court decisions and Government decrees is from those who have for one reason or another been in a position to enjoy an unfair advantage over their fellow exhibitor.

An extra bucket for crocodile tears is called for by this next one. "Hundreds of thousands of dollars were being diverted from the production of meritorious product to the coffers of expensive law firms." I would like Mr. Rubens or anyone else to point out when, where and how the money expended in trying to maintain an unlawful condition was ever actually diverted from production. That such expenditures undoubtedly affect the ultimate net profit of the companies involved may be argued, but on the other hand, the profits which they were able to make by reason of the unlawful practices which were the subject of the litigation more than offset these costs.

Up to this point, I have treated Mr. Rubens' statements with the levity which their ludicrous character evoked. There is one point in his statement about which there can be no kidding. Mr. Rubens says that "While the violation of the Sherman Act may or may not have been a fact . . . the Government . . . delivered just about what the complaining exhibitor ordered—the right to buy product in competition with anyone provided the price could be paid."

To Mr. Rubens apparently it makes little difference whether or not the law has been violated, and he seems to be unhappy that the Government has delivered to the complaining exhibitor the right to buy product if he can pay the price. Perhaps he was the beneficiary of the practices which "may or may not" have been illegal, but if he were an exhibitor who had spent a lifetime in this business, contributing as much to its building-up as conditions permitted and had been prevented by the "may or may not" illegal activities from realizing a just return

"PRICELESS"

"I consider your Product Digest, appearing each week in Motion Picture Herald, the most important source of information available for an exhibitor. I have saved every copy since Sept. 11, 1943 and find the old files of priceless value when it comes to checking."—STANLEY A. B. COOPER, President, Citizens Theatre Company, Brazil, Ind.

for his efforts and investment, he would not accept so glibly the quip about "one more victory and we will be out of business."

Your headline to the story was "Bidding Worse Blow to Exhibitor, Says Rubens." Let me tell you that this will be true only so long as bidding procedures are geared not with the object of complying with the law, but with the intention of circumventing it. In the long run, either distributors and die-hard circuit heads will adopt decent, workable, and honest methods of competitive dealing, or they will call down upon their heads consequences which will make the past treatment which they have brought upon themselves appear trivial by comparison. The kind of gouging that Mr. Rubens envisions is not necessary to competitive selling.

The transition from a condition in which one group enjoyed protection and another suffered suppression to a condition in which honest competition is the way of business life is bound to be temporarily difficult. An exhibitor here and there may overpay. On occasions, an exhibitor who has had an easy time of it may have to use his head to overcome the loss of an easy position. Here and there a distributor may actually suffer a loss of some revenue, but all of this is a small price to pay for the readjustment of inequities that have cried to the heavens.—LEO BRECHER, President, Leo Brecher Theatrical Enterprises, New York, N. Y.

Reissues

TO THE EDITOR:

I have endeavored to obtain the reissues of the entire Andy Hardy, Mazie, Jones Family and Hopalong Cassidy series. Only the Hopalong Cassidy's have been returned. I sincerely believe that the others mentioned would furnish excellent entertainment—especially for the younger generation.—DON BROWN, Manager, Exeter Theatre, Kaweah Theatre, Exeter, Calif.

MOTION PICTURE HERALD

February 11, 1950

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People in The News

JACK L. WARNER, vice-president in charge of production for Warner Brothers, was presented the Marine Corps' Certificate of Merit for his studio's participation in the Corps' Toys for Tots campaign, which distributed Christmas gifts to orphans.

HENRY HOLLOWAY has resigned as president of Mid-Central Allied Independent Theatre Owners, Springfield, Ill., because of ill health. He has been succeeded by A.B. JEFFERIS of Piedmont, Mo.

J. ARTHUR RANK, British film executive, and his associate, JOHN DAVIS, will visit this country in March. Mr. Rank will sail on the *Queen Mary* March 15 and Mr. Davis will leave London by plane March 22.

HERB GILLIS, former Monogram sales manager in Philadelphia, was appointed sales manager for the Paramount exchange there succeeding HARRY BAUXBAUM, who was transferred to Paramount's Cleveland branch last month.

ALBERT A. GARTHWAITE, president and general manager of the Lee Rubber and Tire Company, has been elected to the board of directors of Universal Pictures.

ERIC JOHNSTON, president of the Motion Picture Association of America, was host this week in Washington to President Quirino of the Philippines and his official family. The group was shown a picture at the Academia, following which industry problems were discussed with the MPAA staff.

DON CARL GILLETTE, formerly of Warner Brothers home office publicity department and a free-lance writer, has been named editor of the *Hollywood Reporter*. He left New York for California this week.

SYDNEY BOX, British film producer, has been ordered by his doctors to take a year's rest. He will rejoin the Rank Organization after a long vacation.

JAMES HENDEL has been promoted to New York district manager for Eagle Lion. He was formerly Pittsburgh branch manager. JOHN ZOMNIR, Pittsburgh exchange sales manager, is now branch manager.

PETER CUSICK, head of Cusick International Films, left New York Thursday by plane for London and Cannes.

MANNY REINER has been appointed to head the new foreign department established by the Selznick Releasing Organization. Mr. Reiner will leave shortly for an extended tour of Latin America. He was with Motion Picture Sales Corp. before taking his new post.

CECIL B. DEMILLE, film producer-director, has accepted the chairmanship of the advisory board for the Los Angeles area Boy Scouts Council's "Scout-O-Rama," to be held April 21 and 22.

JOHN P. CURTAIN, formerly executive assistant to JAMES R. GRAINGER, executive vice-president of Republic, has been promoted to special sales representative for the company. RICHARD T. YATES has been appointed Mr. Grainger's assistant, while EDWARD RIESTER will succeed Mr. Yates as manager of the print department.

L. O. HONIG of Fox Midwest Theatres in Kansas City has been elected president of the new Westport Historical Society.

PHILIP LEVINE, formerly with the Warner exchange in New York and more recently with Burke Theatres in the Bronx, N. Y., has been appointed New York sales representative for Lux Film Distributing Corp., BERNARD JACON, vice-president in charge of sales and distribution, has announced.

DAVID COPLAN, managing director of International Film Renters, left London Wednesday for New York where he will complete negotiations with Film Classics for a distribution-production deal.

RODNEY MAYNARD GURR, publicity and advertising director of Greater Union Theatres, Australia, has been named chief of advertising and publicity for MGM of Australia and New Zealand.

NAT NATHANSON, United Artists' Chicago branch manager, has been promoted to eastern and Canadian general sales manager for the company, succeeding the late EDWARD M. SCHNITZER, who died last week.

NORMAN AYERS has been appointed Warner Brothers eastern district manager of the newly merged New York Metropolitan and New England districts. He will work under the supervision of the JULES LAPIDUS, eastern division manager.

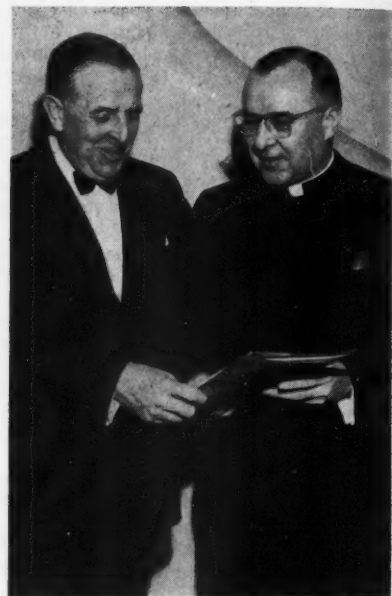
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This week in pictures



WELCOME BACK to Universal's "Francis" troupe which appeared at the German premiere. In New York: Jackie Coogan, Leslye Banning, Donald O'Connor, Nate Blumberg, Universal Pictures president; Peggy Castle; and A. J. O'Keefe, assistant sales manager.

AT THE SCREENING, in Cincinnati, of "Guilty of Treason" for the Association of American Colleges, right. Paul G. Hoffman, Economic Cooperation Administrator, chats with the Reverend Father Vincent Flynn, president of the Association and of St. Thomas College.



VACATIONING TRIO. At the Roney Plaza Hotel, Miami Beach, J. Myer Schine, left, an owner of the Schine circuit and chain of hotels, is host to New York's Mayor William O'Dwyer, center, and A. J. Zuckewar, a prominent glove manufacturer.

FAYE EMERSON, star of "Guilty Bystander," chats with columnists Paul Denis and Earl Wilson at the Film Classics-Laurel Productions New York party Monday marking the film's completion. Her co-star in the New York film is Zachary Scott.



by The Herald



DAN S. TERRELL has succeeded William Ferguson, retiring, as MGM exploitation manager. For the four years past he had been assistant to the Loew circuit advertising chief, Ernest Emerling. He joined the organization in 1940.

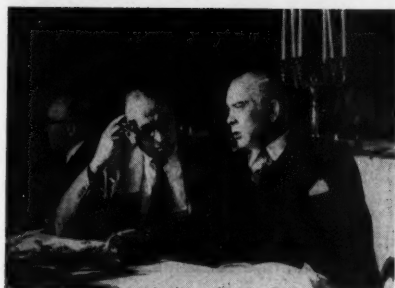


ON THE SET of Paramount's "Union Station," Jack Kennedy, right, Iowa exhibitor, and his wife, have a chat with star William Holden. Mr. Kennedy is a former MGM Des Moines branch manager.



DRAMA, from 20th-Fox's version of the Agnes Newton Keith book on life in a Japanese prison Camp. With Claudette Colbert and Sessue Hayakawa playing leading roles, the film is being trade shown, and is reviewed in the Product Digest, page 185.

BROTHERHOOD Awards to George Murphy, actor, Maxwell Anderson, playwright, and Barney Balaban, Paramount Pictures president, were made last week by the National Conference of Christians and Jews, at a New York luncheon. They were for furtherance of understanding during the year past. At the right former Navy Secretary John L. Sullivan gives Mr. Balaban his plaque as toastmaster Louis Nizer looks on. Below, right, Mr. Murphy chats with Will H. Hays. Bottom, right, Max Youngstein, Paramount advertising chief, and Spyros Skouras, 20th-Fox president. The affair was at the Hotel Waldorf-Astoria, attended by hundreds, and broadcast nationally. Newsreels covered luncheon highlights.



by The Herald

THE "SHEA CIRCUIT" held its annual managers' and executives' meeting last week at New York's Hotel Astor, under president E. C. "Eddie" Grainger. At the right are some of the managers of the chain's 50 odd theatres. Top right, Bernie Hickey, Greenfield, Mass.; Frank King, field representative; Tom Turley, Dover, O.; Robert Cannon, Conneaut, O. Middle, right, Durward Duty, Marietta, O.; Dale C. McCoy, Amherst, Mass.; Harold Snyder, New Philadelphia, O.; Jack Baumgardt, Westfield, Mass.; Bottom, Armand Pepin, McKees Rocks, Pa.; Dale Tysinger, Ash-tabula, O.; J. Vance Minton, Erie, Pa.; Dan Gilhula, Jamestown, N. Y.; Joe Scanlon, Zanesville, Ohio.



by The Herald



BETTY GRABLE salutes "Wabash Avenue" in 20th Century-Fox's Technicolor tune film to be released in April. Co-starred with Betty is Victor Mature and Phil Harris backed by a new hit score by Mack Gordon and Josef Myrow.



GUN BATTLE! James Stewart and Debra Paget hold off the enemy in a thrilling scene from "Broken Arrow," in Technicolor. The 20th Century-Fox drama is being hailed as one of the most unusual stories of the West yet seen on the screen.



READY FOR A BRAWL is Richard Widmark in the exciting melodrama "Night and the City" which was filmed entirely in England. The story stems from Gerald Kersh's hard-hitting best-seller, and co-stars Gene Tierney.

"UNDER MY SKIN," right, is the new title of the stirring John Garfield — Micheline Priele drama based on Ernest Hemingway's famous story, "My Old Man." The picture will be released in March by Twentieth Century-Fox.



TICKETS, PLEASE? Dorothy McGuire and William Lundigan in "Mother Didn't Tell Me" run into difficulties with Conductor J. Farrell McDonald. March is the release date for the comedy hit.

(Advertisement)

DIVORCE BY FEB. 8, 1953 MAKE YOUR PLANS NOW, COURT TELLS MAJORS

THE three remaining major defendants in the New York anti-trust case — Loew's, Twentieth Century-Fox and Warner Brothers—must separate their exhibition and distribution interests by February 8, 1953. Detailed plans for the divorce must be submitted to Federal Court before August 8, 1950 and similar plans for the sale of theatres in "monopoly" areas must be submitted by February 8, 1951.

The majors and the Little Three—Columbia, Universal and United Artists—must follow a system of trade practices first laid down by the Federal court in its order of December 31, 1946 and later upheld by the Supreme Court.

Those are the terms of a "Final Decree as to the Major Defendants" and a "Final Decree as to the Minor Defendants" handed down by Judges Augustus N. Hand, Henry W. Goddard and Alfred C. Cox Wednesday afternoon in New York Federal court.

When the court clerk brought the signed documents to the press room in the Foley Square courthouse where ten years of argument had been heard, lawyers and reporters were caught by surprise because it was only three weeks since final oral arguments had been heard.

Additionally attorneys for the Department of Justice and for Warner Brothers have been intensively negotiating for a consent decree and it had been freely admitted at the Department of Justice in Washington that similar negotiations with Twentieth Century-Fox were awaiting only the signing of the Warner consent decree.

It was pointed out later by lawyers who had examined the final decrees that negotiations for consent decrees with all three of the majors could still be held only that now the area of disagreement had been narrowed. The final decrees fix the timetable for divorcement and divestiture, leaving open for negotiation only the details of the plans.

Trade Practice Rules Uniform for All

The decree ended any conjecture as to whether the three judges would mitigate the terms of divorcement. As far as trade practices are concerned, the three companies are to be bound by more or less the same restrictions as were the other defendants, both major and minor. As for divorcement and divestiture, the decree orders the companies to separate their exhibition from production-exhibition activities, and the new theatre companies arising from divorcement must dispose of certain holdings in order to open up competition.

The schedule of reorganization, a hotly-disputed question on the part of the companies and the Department of Justice, was settled in this way:

Within six months from the date of entry of the decree, the companies will each have to submit an individual plan for the separation of its production-distribution from exhibition business. Upon the filing of this

plan, the Justice Department will have three months in which to file objections and/or to make proposals for changes or submit an alternative plan. The court said that any proceedings pertaining to the proposed plan or plans will then be held. It was stressed, however, that any of the plans must provide for such separation to be completed within three years from the handing down of the decree.

The divestiture schedule as ordered by the court was a little more liberal with time. In essence, it was ruled that the companies and the Government must submit plans of which theatre holdings are to be dropped within one year from the handing down of the decree. Both sides are then given six months to file objections, amendments or alternative plans.

The matter of theatre acquisitions by any of the exhibition companies resulting from divorcement was dealt with in terms that were not left open to much argument. Such acquisitions were banned, said the court, either "directly or indirectly," in any of the theatre properties "divested by any other defendant. "This, the decree stated, was in line with the "consent judgment as to the Paramount defendants entered March 3, 1949."

DECREE PREPARED IN RECORD TIME

Something of a record was set from the time the last oral argument in the anti-trust case was heard until the decree was handed down late Wednesday afternoon. On Tuesday, January 17, Judge Goddard all but completed his work on the Alger Hiss case, which caused a postponement of one day in the anti-trust case. The following day, January 18, the trust hearings were reopened and three weeks later to the day, the decree was handed down.

The acquisition of theatres from non-defendants was made contingent on the fact that such action must be approved by the court and such approval will be given only if and when it is shown that competition would not be affected. The companies would not need such permission if the new theatre is a replacement for one destroyed or demolished.

The decree also covered such matters as arbitration and the ban on the new exhibitor and distributor companies resulting from divorcement preventing them from engaging respectively in distribution and exhibition.

Court 'Authorizes' Arbitration System

On arbitration, the companies were "authorized" to set up a system under which disputes could be settled without litigation. Said the decree: "The defendant distributors . . . of this decree and any others who are willing to file with the American Arbitration Association their consent to abide by the rules of arbitration and to perform the awards of arbitrators, are hereby authorized to set up an arbitration system with an accompanying appeal board which will become effective as so as it may be organized upon terms to be settled by the court upon notice to the parties to this action."

The ban on exhibition and distribution activities was ordered "except that permission . . . may be granted by the court upon notice to the U.S. and upon showing that any such engagement shall not unreasonably restrain competition. . . ."

Majors May License To Their Own Theatres

Another contentious point, the matter of licensing to their own theatres was settled with permission given the companies to do just that within the limits, naturally, of the trade practise regulations decreed. Specifically, the decree said, "Nothing contained in this decree shall be construed to limit in any way whatsoever, the right of each major defendant bound by this decree during the three years allowed for the completion of the plan of reorganization . . . to license, or in any way provide for, the exhibition of any or all the motion pictures which it may at any time distribute, in such manner and upon such terms and subject to such conditions as may be satisfactory to it, in any theatre in which such defendant has a proprietary interest, either directly or through subsidiaries."

The court also gave permission to the government, "for the purpose of securing compliance with this decree," to be given

(Continued on page 15)

CHAIN REACTION



TED R. GAMBLE
President
GAMBLE ENTERPRISES, INC.

"The theatres buy more advertising—and consequently give better field exploitation—to pictures that are well advertised in the industry press.

"The picture that is well advertised in the industry press starts a chain reaction that travels all along the line.

"The picture that is not aggressively supported in the industry press faces an uphill struggle from start to finish."

Ted R. Gamble

DECREE ORDER

(Continued from page 13)

access to the records of the three companies and to interview the officers and employees at such times as was deemed necessary.

The trade practises listed at the beginning of the decree as being illegal generally followed the bans as laid down in previous court orders. Ruled out were: fixing of minimum admission prices; setting up of fixed clearance systems; franchises "when made with an independent competing with an affiliate; formula deals; block booking; licensing of pictures except on a theatre-by-theatre basis; pooling agreements; profit-sharing deals; joint ownerships; and the use by two or more theatre companies of one agent to book films.

Improved Market Seen By Johnston

Washington Bureau

With the U. S. Government giving "excellent support" to the industry in its foreign activities, world market conditions are improving steadily, Eric Johnston, president of the Motion Picture Association of America, said here this week.

The MPAA head said he could cite 15 areas where foreign governments had put the industry in a favorable position. Among them he listed Denmark, Sweden, Norway, Finland, Italy, Greece, Brazil, South Africa, Israel and Holland. "There are some places which are worse than they were," he added, "but the world situation is generally improved."

Taking issue with Ellis Arnall, president of the Society of Independent Motion Picture Producers, who wants active Government interference abroad in support of Hollywood, Mr. Johnston said the industry already was receiving substantial assistance and that it had to work on its own, too. The MPAA had been using the State Department increasingly in this sphere, he pointed out, declaring at the same time that "when the Government steps in you abnegate certain rights and privileges and we don't want to do that."

When asked about the re-negotiation of the Anglo-American film agreement which expires in June, Mr. Johnston said it all depended on who won the election. If the Conservatives should come to power he would delay his trip to England until the new Government was organized, he disclosed.

Mr. Johnston said he would go to the west coast shortly to discuss with the Motion Picture Industry Council the question of Government support in settling foreign problems.

The MPAA president further said that he

LITTLE THREE DECREE SETS TRADE PRACTICE RULES

The Little Three—Universal, Columbia and United Artists—Wednesday received what they had been seeking for a long time—a separate court decree in the industry anti-trust suit—which pertained mainly to trade practices.

As outlined in the decree, the practices which were listed as a violation of law, were substantially those outlined in earlier rulings, i.e., admission price fixing, clearances, etc. Also included in the decree was permission to participate in any arbitration system that may be set up. It was also ruled that the restrictions apply to the above-mentioned companies "and each corporation in which said defendants or any of them own a direct or indirect stock interest of more than 50 per cent."

The Little Three decree barred the companies from:

Fixing minimum admission prices.

Granting clearances to theatres not in substantial competition.

Granting "or enforcing any clearance against theatres in substantial competition with theatres receiving the license . . . in excess of what is reasonably necessary" to protect the theatre showing the film. (The distributor has the responsibility of proving

the legality of a disputed film clearance.)

Continuing to participate in existing franchise agreements or for making any future franchise pacts "except for the purpose of enabling an independent exhibitor to operate a theatre in competition with a theatre affiliated with a defendant or with theatres in new circuits which may be formed as a result of divorcement."

Entering into any "blanket deals" in the form of formula or master agreements.

Conditional licensing of one feature on the taking by the theatre of one or more features. (On this point the court says that if an exhibitor buys more than one film without having seen them, he has the right to reject 20 per cent of the total licenses within 10 days after the exhibitor has an opportunity to see the film or films.)

Selling each feature except on a theatre-by-theatre basis . . . "without discrimination in favor of affiliated theatres, circuit theatres or others."

This decree is technically open to appeal. However, since the trade practice restrictions already have been approved by the Supreme Court, it is a matter of conjecture what the result would be if an appeal is made.

believed there would be "some tax relief" in the theatre admissions field and he disclosed that he would ask the House Ways and Means Committee to remove the wartime excise tax of 25 per cent on photographic apparatus and of 15 per cent on raw stock. The matter already has been brought to the attention of many members of Congress individually, he reported.

Mr. Johnston also told the reporters that Russia tentatively had selected seven American pictures for showing in the Soviet Union and that that country had asked to see more films for possible purchase. The Russians originally agreed to take 20.

Two Censorship Measures Killed in Massachusetts

Legislation proposed by Rep. Bernard Lally of Boston and calling for the establishment of a youth censorship commission to review films and comic books, and for the appointment of a board to supervise motion pictures, has been killed for this year in both houses of the legislature. The recommendation to reject the petitions was made by the Committee on State Administration.

British Government Film Unit Produced 88 During Past Year

The Central Office of Information, which produces films for the British Government, announced this week in London in its second annual report that 88 pictures were produced

and 30 others re-edited during the past year, making a total of 186 reels. Nearly all the films, it was said, were made at the request of the various ministries and agencies. The information agency also acquired 48 films produced by other organizations, most of them at the request of the Foreign Office, for distribution overseas. The films are available in the U. S.

Film Executives to Attend Dinner for Saul Ullman

Gael Sullivan, executive director of Theatre Owners of America, and Eric Johnston, president of the Motion Picture Association of America, will be among the prominent industry executives who will attend a Variety Club dinner for Saul J. Ullman, retiring chief barker of the Albany tent March 3. Mr. Sullivan will be toastmaster. The dinner will also mark Mr. Ullman's 30th year with the Fabian circuit. Among those expected to attend are Spyros Skouras, president of Twentieth Century-Fox and S. H. Fabian, honorary chairman of the dinner.

New Theatre Planned

The K-B Theatres circuit will build a new theatre in a Washington residential district to be ready by the end of the year. The theatre, which will be called the Paramount, will be the second new K-B house this year. Another, the Flower, is scheduled to open shortly at Silver Spring, Md.



\$7,500

DOROTHY MCGUIRE
WILLIAM LUNDIGAN

with
JUNE HAVOC · GARY MERRILL
Jessie Royce Landis · Joyce MacKenzie · Leif Erickson
Directed by **CLAUDE BINYON** · Produced by **FRED KOHLMAR**
Screen Play by **CLAUDE BINYON** · From the Book "The Doctor Wears Three Faces" by Mary Bard

"MOTHER DIDN'T TELL ME"

20th Century-Fox selected "Mother Didn't Tell Me" for a \$7500, showmanship contest because the exploitation and promotional possibilities are limited only by the ingenuity of the showman . . . and are readily adaptable to all sorts of situations, large, small and in-between. Your local department store, drug, S&W, notions and specialty shops are literally a gold mine for tie-ups keyed to the theme "Mother Didn't Tell Me I'd look better in Lipstick."

First arrange special screenings for women's page editors, teen-age columnists, family counselors, newspaper publicity and contests. The picture is loaded with substantial material for off-page articles on marital relations, etiquette, human relations, mother-in-law problems, etc.

The Inquiring Reporter stunt is a cinch with such questions as "Should a Mother tell her daughter *Everything*?" Newspaper contests can be promoted along the lines of "Most Embarrassing Experience" under the heading "What I wish My Mother Had Told Me"

BOOK IT NOW! GET STARTED NOW

500 SHOWMANSHIP CONTEST → 134 PRIZES

1st PRIZE

\$500

or two week all-expenses paid vacation for two at Walter Jacob's Vacation Wonderland, The Lord Tarleton Hotel, Pike, New Hampshire.

2nd PRIZE

\$350

3rd PRIZE

\$250

4th PRIZE

\$150

10 PRIZES

\$100

20 PRIZES

\$75

50 PRIZES

\$50

50 PRIZES

\$25

Open to any theatre that plays "MOTHER DIDN'T TELL ME" between February 25 and May 4, 1950.

IN THE EVENT OF A TIE, DUPLICATE PRIZES WILL BE AWARDED

"IS A SHOWMANSHIP NATURAL!"

Many types of women's organizations are deeply concerned with the problems posed by the picture. PTA, discussion, literary and child guidance groups can be approached. Hire a local child psychologist to speak before all such groups as well as high school and college assemblies on the subject "Mother Didn't Tell Me". Such a speech can be a real public service on the part of the theatre and should not be commercialized beyond the title of the speech, "Mother Didn't Tell Me."

Doctors and nurses speak to many people during the course of the day. Arrange special advanced showings for key doctors and nurses. They will create wonderful word-of-mouth for you.

Hire four teen-age boys. Paint a black eye on each and have them parade around town carrying the sign "MOTHER DIDN'T TELL ME". We guarantee this one will cause plenty of mirthful comment. The title lends itself for sniping and stencilling. It'll be picked up by the local teen-age contingent.

SEE THE PRESS BOOK FOR MANY MORE PRACTICAL IDEAS

Take it from there!...

WIN ONE OF THE BIG PRIZES!

MEET YOUR JUDGES!

MRS. RHEBA SCHWARTZ

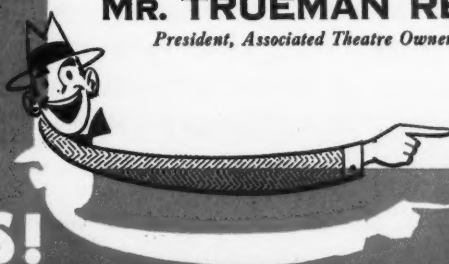
Exhibitor, Capitol Theatre, Dover, Delaware

MR. TED R. GAMBLE

Member of the Executive Committee of Theatre Owners of America

MR. TRUEMAN REMBUSCH

President, Associated Theatre Owners of Indiana, Inc.



SEE NEXT PAGE FOR OFFICIAL CONTEST RULES

OFFICIAL RULES

MOTHER DIDN'T TELL ME SHOWMANSHIP CONTEST

Sponsored by Twentieth Century-Fox Film Corporation

CONTEST OPEN TO:

Any manager and/or advertising manager of a theatre in the United States or Canada who opens or plays the Twentieth Century-Fox feature picture **MOTHER DIDN'T TELL ME**, starring Dorothy McGuire and William Lundigan, during the period of February 24, 1950 to May 7, 1950 inclusive. Judges of this contest and members of their families are excluded.

ENTRY DATE:

All entries must be postmarked on or before Midnight May 21, 1950.

THE JUDGING:

Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for **MOTHER DIDN'T TELL ME**.

In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown deluxe theatres.

PRIZES:

A total of 134 prizes totalling \$7500 will be given to winning contestants.

- First Prize \$500 U. S. Savings Bond
- Second Prize 350 U. S. Savings Bond
- Third Prize 250 U. S. Savings Bond
- Fourth Prize 150 U. S. Savings Bond
- Next ten prizes ... 100 U. S. Savings Bonds each
- Next twenty prizes 75 U. S. Savings Bonds each
- Next fifty prizes.. 50 U. S. Savings Bonds each
- Next fifty prizes.. 25 U. S. Savings Bonds each

HOW TO ENTER:

- (1) Submit a written summary of the advertising, exploitation and publicity campaign you stage for your engagement of **MOTHER DIDN'T TELL ME**, documented with newspaper tear sheets, photos and any other specimens.

This summary may be in any form you elect, whether letter, memo, scrapbook, folder, etc., and may be of any length or dimension. However judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatsoever on the decision of the judges.

- (2) This summary must in all instances include the following specific information, in addition to an outline of the campaign activities themselves:

- a. size of theatre (seats)
- b. population and type of community
- c. run given **MOTHER DIDN'T TELL ME**
- d. percentage or normal business
- e. receipt for engagement (optional)

- (3) Send your summary by first class mail to:
"MOTHER DIDN'T TELL ME" CAMPAIGN
COMMITTEE
Twentieth Century-Fox Film Corp.
444 West 56th Street
New York 19, N. Y.

JUDGING COMMITTEE:

The committee of judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same and/or material or ideas therein contained may be freely copied or otherwise used by or through said corporation.

In case of a tie, duplicate prizes will be awarded. This contest is subject to federal, state and local regulations.

Loew's Paid \$3,532,054 For Pensions

Loew's, Inc., during the past fiscal year paid out \$3,532,054 in contributions to its own employees' retirement plan, it was disclosed last week. The company is one of the organizations slated to receive a demand for management-backed retirement pensions from film industry labor.

Loew's also reports that it paid during the year to officers and employees "percentage compensations" amounting to \$604,582. The payments were based on a percentage of company profits.

The employees' retirement plan is not "funded" and the company does not contemplate "funding" of past service credits of employees, it is reported. Loew's executives said they hoped to continue the plan indefinitely but that the company at the same time reserved the right, at any time, to vary or suspend payments and to amend, suspend or discontinue the plan.

It was explained, however, that "no such action shall operate to reduce the amount of any retirement income or death benefits provided by payments made by the company prior to the date of such action and not previously disbursed, except such as may be required to permit the plan to meet the requirements of the Internal Revenue Code."

It was further said that there would be no move to increase the cost of the plan without prior approval of stockholders.

RKO Board Authorizes N. J. Dissolution Suit

At a meeting in New York this week the RKO board authorized the institution of legal proceedings seeking dissolution of Trenton-New Brunswick Theatres, a circuit of 11 houses owned jointly by RKO and Walter Reade, it is understood.

The N. J. Superior Court Wednesday issued a show cause order, returnable February 15, concerning the dissolution of Trenton-New Brunswick. Malcolm Kingsberg, Sol Schwartz, Walter Reade, Jr., and Richard Huber were named temporary trustees.

Effort by RKO and Mr. Reade to negotiate a settlement have been unsuccessful, forcing the company to act before the February 16 deadline set under the consent decree.

Fair ASCAP Provisions Are Urged by Levy

If production seeks reimbursement from exhibition for any royalties it will have to pay the American Society of Composers and Publishers, "a harrowing howl will arise," Herman M. Levy, general counsel of Theatre Owners of America this week told the convention of the United Theatre Owners at Springfield, Ill. Mr. Levy was discussing the negotiations between the government and ASCAP and how any new settlement

ALLIED DIRECTORS WEIGH COMPO AT ANNUAL MEETING

The question of whether or not to ratify the organization set-up of the Council of Motion Picture Organizations was high on the agenda of the board of Allied States Association meeting in Washington Thursday and Friday.

Abram F. Myers, chairman of the board and general counsel of Allied, reported Tuesday that a proposal had been made to create the office of vice-president and to reinstate the executive committee which was abolished at the annual meeting last year.

While it was freely predicted that the Allied agenda was so crowded that many items would have to be carried over to the regular spring meeting, Mr. Myers said a discussion of competitive bidding had been requested and that the board also would consider the question of whether Allied should seek the establishment of some form of voluntary arbitration for the settlement of clearance disputes and controversies arising out of film contracts.

Allied opposed arbitration under the consent decree as too complicated, expensive and ineffective. Some of its directors now want to know whether a simple, inexpensive form of commercial arbitration cannot be worked out with the distributors.

Also among the approximately 30 topics up for discussion was a nation-wide box office survey to ascertain the extent to which

theatre attendance has declined and the reasons for the drop. Other items include the admissions tax, establishment of an anti-trust library at Allied headquarters, Benjamin Berger's attorney's fees in the Ascap litigation, acetate prints, local checkers, audience collections, etc.

The board heard the annual report of the chairman and general counsel, the final report of the committee in charge of the Minneapolis convention along with special reports on television, outdoor theatres and the recent Allied membership drive.

The board was to consider the use of feature films on television, a matter brought up some weeks ago by Republic president Herbert J. Yates, who said he wanted to ascertain the organization's stand since his company was anxious to enter the television market.

In Minneapolis this week, Mr. Berger, president of North Central Allied, said he would "initiate" at the board meeting a plan for the exchange of information among the three basic branches of the industry. He was amazed to learn, he said, that "producers know absolutely nothing about what is going on in distribution and exhibition and are completely ignorant of the exhibitors' problems" Mr. Berger was visiting film company executives in New York this week to discuss "distribution problems."

would affect the exhibitors. Mr. Levy also spoke on competitive bidding claiming "there are legal and economically sound ways of providing product to competing exhibitors without resort to competitive bidding."

FitzPatrick Planning 12 Technicolor Video Films

Plans to produce 12 Technicolor two-reel films for television were announced last week by James FitzPatrick, producer of the "Traveltalk" shorts which are released by MGM. The 12 films, budgeted at \$250,000, will be called "The Music Master" and financing will come from Mr. FitzPatrick's own frozen funds abroad.

Universal Gets Possession Of "Casbah" for \$5,000

Universal-International has obtained full possession of the film "Casbah" for \$5,000 in its first bid at a public sale in Hollywood. The picture was produced by Marston Pictures and distributed by Universal. It was subject to litigation between Marston and Universal who obtained a \$329,486 judgment on the foreclosure of the chattel mortgage. The property was offered to the highest bidder at the public sale, subject to a \$195,000 lien by the Bank of America and to the stipulation that Universal retain the distribution rights.

California Exhibitors Hit "New Form of Monopoly"

The Independent Theatre Owners of Southern California and Arizona this week attacked a "new form of monopoly" which would have anti-trust consent decrees approve Charles Skouras as head of National Theatres and Syros P. Skouras, his brother, as president of Twentieth Century-Fox. A telegram sent to Ellis Arnall, president of the Society of Independent Motion Picture Producers, invited the SIMPP to participate in the fight against this form of consent decrees.

Flink Named Trustee

Dr. Solomon J. Flink of Maplewood, chairman of the department of economics of the Rutgers School of Business Administration, has been named trustee in charge of the affairs of Local 244, Motion Picture Operators of Essex County, New Jersey. He replaces Thomas V. Green, who has administered the local for the IATSE on an emergency basis since September 21, 1945.

Warner Club Plans Banquet

The Warner Club, of Warner Bros., employees, will hold its first annual banquet and ball since 1943, on March 24 at the Waldorf-Astoria in New York.

ZONING BOARDS HIT DRIVE-INS

New York Bill Would Stop Outdoor Units in Cities of 250,000 Population

The drive-in theatres are having their troubles.

Opposition comes mostly from zoning and planning boards acting on the complaints of people living near the projected outdoor theatres. Last week, something more drastic was in the wind as Alfred Lama, a Democrat from Brooklyn, introduced a bill in the New York state legislature at Albany banning drive-ins in cities of 250,000 or more population.

Drive-ins, Mr. Lama said, were a traffic hazard. And to support this argument he cited several instances on Long Island where, he claimed, the drive-ins had been the cause of traffic bottlenecks, usually along the main highway before or after the show. He also reported that there had been complaints from social welfare agencies to the effect that the drive-ins contributed to juvenile delinquency.

Would Hit 3 Cities

His measure, offered in the form of an amendment to the penal law, would affect New York, Buffalo and Rochester. It read: "It shall be unlawful to erect or cause to be erected in any city having population of 250,000 or more any drive-in theatre or other outdoor place, by whatever name known, for the exhibition of motion pictures: And no public officer or agency of any political sub-division shall hereafter approve or issue any permit for the erection in any such city of any such theatre or place."

This week it was learned that both Theatre Owners of American and the Metropolitan Motion Picture Theatres Association immediately would file memoranda opposing the Lama measure. Louis Somberg, attorney associated with Harry Lamont, Albany TOA president, in a number of drive-in ventures, said drive-in operators should vigorously oppose the bill. The measure, if passed, would make violation a misdemeanor and take effect immediately.

Calls Drive-in Meeting

To discuss drive-in problems, Dale Danielson, president of the Kansas Missouri Theatre Association, called a meeting of drive-in operators and others who plan drive-in operation for February 22. The committee, with C. E. Cook as chairman, plans a program of exchange of ideas, with territorial drive-in operators leading the discussion after each talk. Subjects include surfacing, lighting, program planning, advertising, concessions, traffic control and staff organization.

Carl Burton, who operates all year at Ft. Smith, Ark., is expected to lead the discus-

sion on winter operation. There also will be a talk on dust control and insurance.

Recognition of the drive-in as an important new factor on the American scene has come from the American Society of Planning Officials which has issued a voluminous study of drive-ins to its members. The society, through its Planning Advisory Service, says at the outset:

"Drive-in theatres are commercial enterprises which have proved to be both popular and profitable. They are likely to increase in numbers and capacities. They are likely to be built in connection with other recreational uses. Communities must accept the drive-in theatre and not shy away from it as an immoral or noxious use. However, in the best interests of the drive-in theatre industry and the public, the theatres must be regulated and developed in accordance with their own and community requirements."

Highway Officials Quoted

The group then quotes from the recommendations of the American Association of State Highway Officials which asks, among other things, that drive-ins should not be located on major highways, but on secondary roads; that theatres should be located in districts already partially built up to avoid the creation of new congestion areas; that theatres should not be located where view of the entrance is obstructed; that theatre screens should not be permitted to face the highway and that entry turn speeds of 20 miles per hour should be provided for right turn movements and 10 miles for left turn movements.

An unusual situation has developed in East Providence, Rhode Island, where the Sutton Realty Company has been authorized to build a drive-in theatre although the petition to operate the project has been denied by the Town Council. The Council acted following a barrage of protests against the theatre from civic groups. Galen E. Pierce, Town Building Inspector, said, however, that a permit to construct a projection booth, screen and concession booth had been granted. The Sutton Realty Company plans to go to court if its petition is again denied.

MGM Claims "Battleground" Has Grossed \$2,575,000

MGM said this week that "Battleground" had grossed approximately \$2,575,000 in the first 110 index city engagements. "In the new analysis, 'Battleground' continues to maintain its strength at the box office in all openings and shows from 15 per cent to 20 per cent better than average gross where it opened for a week or more," the company said. The picture will close a 15-week run at the Astor in New York February 19, having grossed approximately \$500,000, it was stated.

N. Y. PAPER STARTS DRIVE FOR FILMS

The New York Journal American has begun a campaign to encourage film going. The action is a direct result of efforts by the Advertising and Publicity Directors Committee of the Motion Picture Association of America which is sponsoring a nationwide drive along these lines. The Journal-American ad has a still from a feature picture in current release and the copy urges the public to "go to the movies". Stills from "The Hasty Heart", "Deadly Is the Female", "Blue Grass of Kentucky", "Ambush", "Samson and Delilah" have already appeared. There is no charge to the companies for these ads.

B & K To Sell 2 Theatres

Balaban and Katz, the United Paramount Theatres subsidiary, has placed two theatres on the block. Purpose of the move is to open up certain situations to competition as called for in the consent decree which settled the anti-trust case between the Government and Paramount.

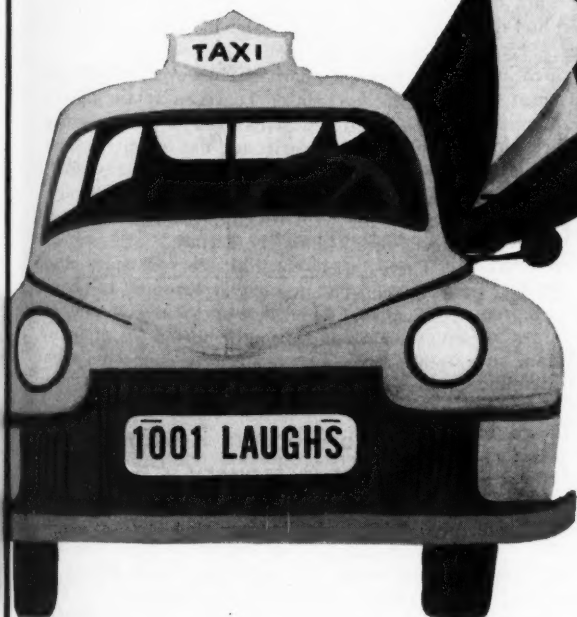
The theatres offered for sale are the 1,100-seat Grove at Elgin, Ill., and the 900-seat Luna at Kankakee, Ill. Both these houses are operated by the Great States circuit, a subsidiary of Balaban and Katz. The decree also called for the circuit to dispose of one wholly-owned first run theatre in Bloomington, Peoria, Pekin, all in Illinois, and in South Bend, Ind.

These dispositions are part of the divestiture provisions of the decree which also brought about the divorcement of Paramount and the establishment of United Paramount Theatres and Paramount Pictures Corp., two separate companies. One-half of the first run holdings in the above-mentioned group must be disposed of within one year from the time the decree was entered, and the remaining 50 per cent within the second year. The theatres can only be sold to unaffiliated interests.

Memphis Censor Passes Two Banned Films

"Imitation of Life" and "The Outlaw," two pictures originally banned by Lloyd T. Binford, chairman of the Memphis and Shelby County board of censors, have now been approved. In the case of "Imitation of Life," a Realart reissue which features two Negro players, Mr. Binford indicated at first he would ban it because of what he termed undesirable handling of racial relations. Later, however, he told Screen Guild, the local distributors, that the decision would be reconsidered. As far as Howard Hughes' "The Outlaw" was concerned, Mr. Binford said that the necessary revisions had been made.

Taxi, taxi!
Come along to
M-G-M's trade shows
of RED SKELTON's
funniest film. It's
THE YELLOW
CAB MAN,
a riot on
wheels!"



"THE YELLOW CAB MAN"
TRADE SHOWS • FEB. 15th

CITY	PLACE	ADDRESS	TIME
ALBANY	20th-Fox Screen Room	1052 Broadway	2/15 2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2/15 2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2/15 2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2/15 2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	2/15 1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	2/15 1:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	2/15 8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	2/15 1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2/15 10:30 A.M.
DENVER	Paramount Screen Room	2100 Stout Street	2/15 2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	2/15 1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	2/15 1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	2/15 1 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	2/15 1:30 P.M.
LOS ANGELES	20th-Fox Screen Room	2019 S. Vermont Ave.	2/15 2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	2/15 10 A.M.
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	2/15 1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2/15 2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	2/15 2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	2/15 1:30 P.M.
NEW YORK-N.J.	M-G-M Screen Room	630 Ninth Avenue	2/15 2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	2/15 1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	2/15 1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	2/15 11 A.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2/15 2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2/15 2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	2/15 1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	2/15 1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	2/15 1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	2/15 1 P.M.
WASHINGTON	20th-Fox Screen Room	932 New Jersey, N. W.	2/15 2 P.M.

M-G-M presents RED SKELTON in "THE YELLOW CAB MAN" Co-starring GLORIA DE HAVEN with WALTER SLEZAK
EDWARD ARNOLD • JAMES GLEASON • Screen Play by Devery Freeman and Albert Beich • Story by Devery Freeman
Directed by JACK DONAHUE • Produced by RICHARD GOLDSTONE

"Brotherhood—For Peace and Freedom"

VIDEO HURTS, SURVEY SAYS

Washington Study Shows 400 Families Attending Films 72% Less Often

Washington Bureau

Does television hurt the box-office? And how! says a survey just conducted here by a local public relations consultant.

Charles Alldredge, former assistant to the Secretary of the Interior and manager of Vice-President Barkley's last campaign, was hired by Loew's, Warner Brothers, the Motion Picture Theatre Owners of Metropolitan Washington, CBS, NBC, Dumont and the Washington *Evening Star* to study the effects of television on theatre-going, radio-listening, reading, sports attendance, and family life in general. He surveyed 400 typical Washington set-owning families during the month of January. His conclusions: television has a profound effect on all the subjects surveyed, and probably as great effect on motion picture theatre attendance as on any.

Survey Covered Families

The surveyed families went to the motion pictures 4.51 times a month before they had their television sets. They now go 1.27 times a month—72 per cent less.

Children in these families went 5.13 times before their parents got TV sets; they now go 2.75 times—a 46 per cent drop. "The reduction in attendance on the part of children of set-owning families is not so great since many children attend motion picture theatres during hours in which television is not a competing factor," the report said.

Well, isn't television just a novelty? Won't its effects wear off after the family has had the set a while? The contrary is true, if anything, the Alldredge report declared. Those families who had sets two years or more used to go to the motion picture theatres an average of 5.8 times a month—they now go 1.5 times—74 per cent less. Their children, who formerly averaged 6.1 visits a month, now go three times—more than 50 per cent less.

Difference of Opinions

Mr. Alldredge says his report had its start in the fact that three different film executives had very different opinions about what effect TV was having on the box office. One felt television was keeping people out of the theatres; another believed the drop in attendance was due to general economic conditions and TV had no effect; a third said TV was a competitor only while it was a novelty in the family, and that families then reverted to their old film-going habits.

The sample, Mr. Alldredge says, is believed to be fully adequate "to provide accurate conclusions as to habit changes pro-

duced by television in the area. Results should be accepted, however, as applying only to the Washington area; while doubtless generally meaningful in indicating trends, it is quite possible that surveys in other areas would produce results different in degree."

The report concluded on a note of warning to the motion picture industry and other groups competing with television. "The influence of television on individual family habits is already profound," it stated. "But this influence is certain to become greater as television broadcasting becomes available around the clock, as programs increase in quality and interest, and with full color television at the threshold of commercial practicability. The special significance of these families lies in the fact that they are living today as most Americans will be living a few years from now."

Exhibitors Ask Ban on "Stromboli"

L'affair Bergman-Rossellini, which had gossip columnists burning up the wires to Rome all last week, also had its reverberations in the American film industry as a rising chorus of voices from within and without exhibition called for a ban on "Stromboli," the Rossellini-produced and directed film starring Ingrid Bergman.

RKO Radio Pictures, however, which had announced that the picture would open in some 300 theatres for a nationwide premiere February 15, went right ahead advertising the film in a series of two-page ads in leading magazines.

Finneran, Rembusch Protest

The strongest blast against "Stromboli" from exhibition's side was fired by J. P. Finneran and Trueman T. Rembusch, national exhibitor leaders and operators of Syndicate Theatres, Inc. Mr. Finneran, author of the "Finneran Plan" to discipline wayward stars, announced in half-page ads that "Stromboli" would not be shown in Syndicate theatres, of which he is president.

Said Mr. Finneran: "It is time the exhibitors of the nation refuse to play pictures starring persons that bring discredit to them and to the motion picture business."

Mr. Rembusch, president of the Associated Theatre Owners of Indiana and a director of national Allied, told ATOI members in a letter that "the future of your business and your standing is at stake. This . . . sordid affair has dealt the motion picture industry a severe blow. The public places the

VIDEO HOMEWORK

Television may not be a threat to the movies, but it's beginning to tangle with education. In Clifton, N. J., last week, Charles N. Sheehan, principal of School No. 5, on Valley Road, reported he had at least partially conquered the video evil. Following a warning letter to pupils' parents, class level had gone up considerably, he found. The number of failing pupils fell from 169 to 109 and 60 per cent of the subject failures had been overcome.

Mr. Sheehan is far from satisfied, however. "Since Christmas," he noted, "more than half our pupils now have television sets at home. And moreover—109 failures still constitute 20 per cent of the student body."

blame directly on the theatre-owner's shoulder. I for one do not intend to shoulder that blame."

In an Associated Press dispatch Wednesday, Carl Hoblitzelle, head of the Interstate circuit of 175 Texas houses, said his theatres would not play "Stromboli."

There was reaction too from a number of censor boards across the country. In Memphis, Lloyd T. Binford, chairman of the board there, announced that not only "Stromboli" but perhaps all other Bergman films would be banned by the censor in that city. Commented Mr. Binford: "Miss Bergman's conduct is a disgrace."

Ohio Censor May Act

In Columbus, Ohio, the Ohio State Board of Film Censors asked Attorney General Herbert S. Duffy whether the board could rescind approval already given "Stromboli" and could place a statewide ban against the showing of the film.

A different approach, however, came from the Chicago censor board. Captain Harry Fulmer said it was his group's job "to judge a movie on its merits and not to worry about the personal life of its actors. If we are going to delve into the past of every Hollywood actor we'd be eliminating about two-thirds of all films," he declared.

There was considerable pressure also from church and civic groups to have "Stromboli" banned, but some pointed out that such a move might hurt a lot of innocent people not even faintly connected with the affair in Rome.

Chicago Censors Review 100 Films in January

Chicago's police censor board reviewed 100 films in January, estimated at 489,000 feet of film. "The Hidden Room" was rejected while the following were placed in the adult classification: "Backfire," "The Sundowners," "Indiscretion" (French), "Widower" (Swedish), "Rosinda" (Mexican), "The Idiot" (French), "Scarlet Sin" (German) and "You, the Rich Man" (Mexican).

INDUSTRY WHETS TAX AX AND ROLLS UP SLEEVES

Optimism Felt in Trade as Congress Seems Ready to Insist on Excise Cut

There's a good possibility the 20 per cent Federal admission tax will be cut.

That was the feeling through the industry and in Washington this week as the opponents of the wartime levy mapped their campaigns for presentation at House Ways and Means Committee hearings late next week on excise reductions or repeal.

Following President Truman's message in which he requested reduction in some excise taxes but failed to make any recommendation on the admissions levy, the transition from pessimism to optimism came this week in line with the following developments:

Republican Congressmen and the Republican National Committee came out for "immediate repeal of oppressive wartime excises."

Several Democrats in Congress indicated they would break with Administration policy and vote for the reduction of other excises (including the admissions tax) beyond those recommended by the President.

The industry's all-out campaign, spearheaded by the Council of Motion Picture Organizations, was gathering full momentum and its effects were already being felt in Washington.

Although discussions of the excise taxes were not scheduled until the latter part of next week, they cropped up this week during House Ways and Means Committee hearings on taxes in general.

Secretary of the Treasury John W. Snyder was the lead witness at the hearings and emphasized that his department believed many excises besides the ones it was recommending for relief were deserving of relief, but that the Government's over-all fiscal position was such that excise cuts had to be sharply limited at the present time.

Immediately Mr. Snyder came under attack. Representative John D. Dingell (D., Mich.) said he wanted more excise cuts and he'd worry later about the revenue. Rep. Stephen M. Young (D., Ohio) asked the Secretary whether the admissions tax should not come right after the seven he listed for reduction, if the Committee decided to go beyond the Treasury's recommendations.

"I'll have to consult our priority list," Mr. Snyder replied.

Rep. Cecil R. King (D., Cal.) warned the Secretary "not to be too surprised" if Congress went beyond the Treasury's recommendations and cut the admissions tax and other excises.

The temper of Congress as a whole clearly favors repeal of practically all the war-



Loew's Warfield theatre, San Francisco, uses a special lobby poster to inform the public of the discriminatory admissions tax. Examining the display is Robert Havlice, assistant manager and associate of Boyd Sparrow, manager of the theatre, who prepared the general lobby display.

time excise boosts, including the admission tax increase, and the odds are in favor of the House Committee eventually reporting such a bill. It is even more certain that the measure that finally goes to the White House will cut the admissions as well as most other excises, for the Senate is even more excise-cut conscious than the House.

However, there are still three questions that can stymie a tax cut this year:

Can Congress meet the President's requirement for additional revenue to offset any excise cuts?

If Congress does not supply such revenue, will the President veto the bill?

And if he does veto it, can Congress override the veto?

NO ACCIDENT

Funny Coincidence Department: Reporters covering Treasury Secretary John W. Snyder's testimony before the House Ways and Means Committee remarked on the fact that the newsreel cameras started rolling every time one of the committee members asked questions about the admissions tax.

Last week representatives of the Council of Motion Picture Organizations met in Washington with newsreel representatives and outlined suggestions on how the reels could be used to enlist public support.

Meanwhile, as excise taxes are under study on the Governmental level, the industry was going ahead with its campaign for repeal.

Myers and Sullivan to Present Industry Case

Abram F. Myers, chairman of the Council's tax committee, is expected to inform the House Ways and Means Committee that when witnesses are called late next week on the excise only two will be needed to present the industry's case—Mr. Myers as general counsel of Allied States Association, and Gael Sullivan, executive director of the Theatre Owners of America. This is in line, he said, with the Council's decision not to annoy the Committee with too many witnesses telling the same story.

Mr. Myers said the industry campaign was under way in all sections of the country and that public response had been "magnificent," with more than 600,000 petition cards already signed in New York City alone.

"Theatre managers report the patrons were obviously delighted at the opportunity to register their opposition to the admission tax," he declared.

He reported employees of each of the 141 Fabian theatres planned to send at least 12 telegrams to Congressmen on the tax question—a total of 1,692 telegrams in all. Three organizations—the Motion Picture Theatre Owners of Maryland, the Independent Theatre Owners Association of New York, and the Motion Picture Theatre Owners of Washington, D. C.—have ordered petitions for all their members.

Wisconsin Senator Takes Up Cudgels for Theatres

The Milwaukee exhibitors in their campaign have brought their problems to the attention of Senator Alexander Wiley (R., Wisc.), who later told the Senate that the motion picture industry had been "tremendously hard-hit" by the admissions tax. He stressed that the tax did not hurt the producers "but the little fellows, the little motion picture house operators in my own state of Wisconsin and throughout the nation." He cited the case of one Wisconsin exhibitor who, during the first six months of 1949, operated at a net loss of \$4,095, while paying \$8,847 in admission taxes.

Robert J. O'Donnell, Variety Clubs International's chief barker, announced this week that the entire strength of the clubs would be thrown behind the tax fight, both as a national organization and as individual tents.

Eric Johnston, president of the Motion Picture Association of America, said he would ask the House Ways and Means Committee to remove the 25 per cent tax on photographic apparatus and the 15 per cent on

(Continued on page 26, column 3)

We've Gotta Tell The Truth...
It's MORE FUN Than
"Dear Ruth"

"Dear Wife"

FOR THE HOWL OF YOUR LIFE!

starring

WILLIAM HOLDEN
JOAN CAULFIELD
BILLY DE WOLFE
MONA FREEMAN
EDWARD ARNOLD

All the wonderful people
who made "Dear Ruth" such
a riot... are back—to
invite you to come along on
this hilarious honeymoon!



Bill Seacroft

Ruth Seacroft

Albert Kummer

Miriam Wilkins

Judge Wilkins

with
ARLEEN WHELAN
MARY PHILIPS

Produced by
RICHARD MAIBAUM

Directed by
RICHARD HAYDN

Written for the screen by Arthur
Sheekman and N. Richard Nash
as a sequel to Norman Krasna's
"DEAR RUTH"

It's set to get



The Same Paramount Selling That Made "Dear Ruth" a Sensation!

Intensive use of radio at point-of-sale got spectacular results with "Dear Ruth" and will be repeated, *plus*, for this new hit with the same stars. Wonderful ad campaign, too! Typical is 2-color ad on opposite page now in 11 magazines read by 18 million fans! Be sure that *you* play

"Dear Wife"

on the Washington's Birthday holiday, because, as Boxoffice says, "It's one hundred percent entertainment . . . as good, if not better than its predecessor, 'Dear Ruth'!"

If it's a Paramount picture — it's the best show in town

— truer today than ever, with great dramas like Cecil B. De Mille's Masterpiece, "Samson and Delilah," William Wyler's "The Heiress," Hal Wallis' "Thelma Jordon"—and great comedies like "The Great Lover" and now "Dear Wife"!

Tell Your
Congressman
To Vote
To Repeal
The
Movie Tax

COURT ORDERS DIVORCE IN MILWAUKEE CASE

Chicago Bureau

A sweeping order finding the eight major distributors guilty of conspiracy to violate the anti-trust laws, awarding \$1,295,878 in triple damages to the Towne Theatre Corporation of Milwaukee, and holding that the Warner and Fox circuits should divest themselves of a total of 31 theatres in the Milwaukee area, was handed down Tuesday by Judge John P. Barnes in Federal court in Chicago.

The ruling granted an injunction to restrain the distribution companies from continuing their present clearance practices in Milwaukee and ordered a decree to be drawn up to end "the continuing conspiracy . . . designed for the permanent regulation of the industry in the Milwaukee area."

Thomas P. McConnell of Jackson Park

fame was attorney for the Towne theatre in the suit.

The order found that "the defendants have at all times maintained a monopoly by refusing to license first run films in any theatre other than their own."

Holding that the conspiracy dated as far back as 1930, Judge Barnes ruled that it had been maintained by the "vertical integration" of exhibition and distribution and ordered that the Warner circuit should divest itself of the Warner, Alhambra and Riverside theatres and that the Fox circuit should divest itself of the Wisconsin, Palace, Strand and 25 other outlying houses.

"This court has the power to uproot all parts of the illegal scheme in order to rid the trade of all taint of the illegal conspiracy," Judge Barnes said.

New Program Is Approved By Council

Approval of its 1949 activities and program for 1950 by the nine major guild, union and producer organizations that make up its membership has been announced by the Motion Picture Industry Council in Hollywood.

It is understood that the Council will give strong support to the industry-embracing Council of Motion Picture Organizations. The program for 1950 includes development of many activities that were undertaken in 1949 on a "trial run" basis. "Joint action in many fields will range from international trade problems affecting Hollywood production to public service activities," a spokesman has stated.

The spokesman also said that the Council's objectives were more than public relations, being made up of three main points: study of any problem which is the direct concern of the industry; sound relations among Hollywood groups; promotion of good public relations with the public.

Johnston, Freeman Again Head AMPA Organization

Hollywood Bureau

Eric Johnston, president, Y. Frank Freeman, board chairman, and all other officers were re-elected this week at the annual meeting of the Association of Motion Picture Producers here. Vice-presidents include B. B. Kahane, L. K. Sidney and Charles S. Boren. James S. Howie is sec-

retary-treasurer. Gordon Youngman succeeded Leon Goldberg and Robert Newman replaced Allen Wilson for Republic.

Philadelphia Theatre Sues 8 Companies for \$1,320,000

The operators of the Penyak theatre, a neighborhood house in the northeast section of Philadelphia, have filed a \$1,320,000 damage suit against the eight major distributors claiming discrimination in the granting of clearances. The suit, filed in Federal Court on behalf of the owners Lewis Sablosky; his wife, Sadie; Mrs. Marion Fox and Mrs. Myrtle Singer, charges that the theatre was unable to obtain key runs after the normal 28-day clearance usually effective for outlying houses.

SUGGESTS METHOD OF PASSING ON CUT

Abram F. Myers, chairman of the Committee on Taxation and Legislation for the Council of Motion Picture Organizations, had some suggestions to make this week on how reductions in admission prices may be passed on to the public as a result of any repeal in the Federal excise levy.

He said he would expect exhibitors to move the price down to the nearest nickel break. "For example, a 50-cent ticket today is a 42-cent admission plus eight cents tax. In that case I would expect the exhibitor to drop to 40 cents." However, he said, a 50-cent ticket is made up of 58 cents admission plus 12 cents tax and in that case "I imagine the exhibitor would move up to 60 cents."

TAX FIGHT

(Continued from page 23)

raw stock in addition to the taxes on admissions. If he did not appear before the Committee as vice-chairman of the National Committee to Repeal the Wartime Excise Taxes, he expressed the hope that he could appear separately on this point.

Local Congressmen Back Drive in New York

At a meeting in the New York exchange area last Saturday the Metropolitan Motion Picture Theatres Association enlisted the aid of local Congressmen to press their fight before Congress. Emanuel Frisch, chairman of the tax committee, said that the five Congressmen from Brooklyn attending the meeting went on record in favor of repeal.

Chicago also became active in the fight last weekend at a meeting in the office of John Balaban, president of Balaban & Katz, at which Mr. Balaban and Jack Kirsch, Illinois Allied head, took on the duties of co-chairmen of the COMPO exhibitor committee there.

The Allied Theatre Owners of Iowa-Nebraska has communicated with every Congressman in the two states and to date, the organization reports, it has had replies from 10 of the 16 Congressmen. All issued statements favoring admission tax relief.

The Federation of New Jersey Theatre Owners, meeting in Newark last week, voted to pass any tax reduction along to patrons in the form of reduced admissions. New York City theatre owners already have pledged the same thing.

In Kansas City, the local Allied unit and the Kansas-Missouri Theatre Association have committees working together to obtain tax relief, while in New York Arthur A. Low of the City Council introduced a resolution calling upon the Ways and Means Committee and the Senate Finance Committee to repeal the Federal tax.

Providence Film Patrons Sign 10,000 Petitions

A luncheon meeting has been called, meanwhile, by the Motion Picture Theatre Owners of Connecticut in New Haven February 14 to discuss the tax question. In Providence, R. I., 10,000 letters have already been collected from theatre patrons to be sent to Washington.

An emergency luncheon meeting to discuss tax plans for exhibitors in the Albany, N. Y., exchange area has been called for next Tuesday. The invitation to the exhibitors was extended by Leonard L. Rosenthal, general counsel for the Albany TOA unit.

In Massachusetts, Wednesday, the State Legislature passed a resolution asking Congress to repeal all the excise taxes.

On the other side of the border, a 20-man film industry deputation in Toronto presented a demand for a 50 per cent reduction in Ontario's 20 per cent admission tax to Premier L. M. Frost. Circuits, exhibitor organizations, independent operators, the distribution field and the Board of Trade were represented.

The National Spotlight

ALBANY

The Palace dualed "My Foolish Heart" "Tyrant of the Sea," while the Strand paired "Montana," which had a midnight preview at New Year's, and "Flying Saucer." The Ritz played, for one day, its first foreign-language picture in some time, "Devil in the Flesh," with "Sarumba" as second feature. . . . Jack Kaufman, Eagle Lion exploiter, visited here on behalf of "Guilty of Treason" prior to its engagement at the Strand. A private screening for Catholic dignitaries was set up. . . . Saul J. Ullman, upstate general manager for Fabian Theatres, was one of those who attended the exhibit in the Ten Eyck Hotel brought to this city by Richard Condon for "Samson and Delilah."

ATLANTA

The 700-car Hi-Way drive-in theatre, a unit of the Dixie-Drive-In Theatres, with headquarters in Atlanta, was opened in Savannah, Ga., recently. The huge outdoor screen is said to be one of the largest in the South. It has a snack bar located in the center of parking space for cold drinks and short orders. . . . Thomas G. Coleman, city manager of the Paramount Theatres in Anniston, Ala., is chairman of the 1950 "March of Dimes." . . . J. P. Corbett is the new owner of the Fox theatre, Brighton, Ala., bought from its former owners, Mr. and Mrs. J. Lewis Phillips.

BALTIMORE

Big picture of this week at first runs was "Samson and Delilah" at the Stanley, with advanced prices. Five other new pictures were also offered including "Battleground," at the Century; "All the King's Men," at the Hippodrome, with vaudeville; "Borderline," at Keith's; "When Willie Comes Marching Home," at the New theatre; "Angels in Disguise," with reissued "Letter of Introduction," at the Times and Roslyn concurrently. . . . John R. Schueler, inspector, Baltimore police department and director of Police Boys' Clubs in Baltimore, sponsored by Baltimore Variety Club, Tent No. 19, died from a heart ailment, aged 53. He was a World War I veteran. . . . Board of Moving Picture Machine Operators' Examiners would be one of those affected by the recommendations of the tax survey commission of Governor W. P. Lane, which suggested that the five licensing boards now operating in Baltimore have their power extended to cover the entire estate and that occupational standards be made uniform.

BOSTON

Despite the winter's worst blizzard, "My Foolish Heart" won a terrific house on the opening of its New England Premiere, at the Astor theatre, Tuesday, with Mrs. Sam

Goldwyn among those present. . . . "G. I. Joe" and "Tight Little Island"—the former at the Pilgrim, latter at the Exeter, otherwise led the field, with "Island" in its seventh week, and an eighth possible. Newcomers included "Battleground" at the State and Orpheum; "The Nevadan" at the RKO Boston; "Montana" for the Met, and "When Willie Comes Marching Home" for the Memorial. . . . The offices of Warner Bros. Exchange Building, 131 Arlington Street, will be vacated for the next two months for complete renovation and air conditioning thereof, and will meantime set up shop at temporary offices at 47 Church Street.

BUFFALO

Elmer F. Lux, chief barker, announces that the Variety Club of Buffalo will stage a Valentine party in its Delaware avenue headquarters, Saturday, to celebrate the re-decorating of the club. . . . Al Pierce, manager of Shea's Bellevue in Niagara Falls, is cooperating with merchants in the vicinity by offering guest tickets to be presented to those whose names and addresses appear in ads used by the merchants to promote shopping in the Bellevue district. . . . Buffalo friends of James Whitmore, who does such a splendid job in "Battleground," hear that the former Buffalonian has been raised to stardom by MGM and will have the male lead in "The Next Voice You Hear." . . . Frank H. Bassett is the new manager of Dipson's Bailey theatre. He formerly was

WHEN AND WHERE

February 14: Allied Independent Theatre Owners of Kansas and Missouri board meeting at the Phillips Hotel, Kansas City.

February 20: International Alliance of Theatrical Stage Employees biennial dinner-dance at the Hotel St. George, Brooklyn, N. Y.

February 21: Mid-Central Allied Independent Theatre Owners regional meeting at the Leland Hotel in Springfield, Ill.

February 22: Kansas-Missouri Theatre Association meeting of drive-in operators at the Hotel Phillips in Kansas City.

February 28: Associated Theatre Owners of Indiana regional meeting at Fort Wayne.

April 26-29: Variety Clubs International annual convention at the Roosevelt Hotel in New Orleans.

May 9-10: Allied Independent Theatre Owners of Kansas and Missouri annual convention at the Phillips Hotel in Kansas City.

May 16-17: Allied Independent Theatre Owners of Iowa and Nebraska annual convention in Omaha.

manager of the Olean theatre. . . . James H. Eshelman, Paramount Theatres district manager, expects "Samson and Delilah" to run a month at the Center theatre, where its first week is a record one. . . . Joseph F. Szell, a former manager of the Palace in Lockport, has been transferred to the West End theatre in Rochester and has been replaced by George Secord, a former manager of the Palace.

CHICAGO

"All the King's Men," receiving unanimous praise from the critics, has been a smash hit at the State Lake, playing to standee attendance during its run. "My Foolish Heart" is also getting heavy play. Fresh fare is "Montana," with Jack Carson, Janis Paige and Robert Alda in person; "Tension" and "Borderline" doubled with "Rugged O'Riordans." . . . The Mayor has proclaimed February 9 as "Battleground" day to coincide with the film's opening at the State Lake. Affair will be highlighted with State Street activities in which members of the 101st Airborne and 5th Army will participate. Station WBKB, operated by Balaban & Katz, will televise the event. . . . A 500-car drive-in, the Hillcrest, Norris, Ill., is under construction for spring opening. A. Stockelburger will operate. . . . New drive-ins are also under way in Rockford and Freeport, Ill. . . . Circuit Court Judge Cornelius Harrington took the Oriental Theatre lease case under advisement after two days of final hearings. . . . Jack Kirsch, Variety Club chief barker, called a special officers' and Board of Directors' meeting at the Congress Hotel on Monday to vote upon new club quarters which have been located at 540 South Michigan Avenue, above the Fountain View Restaurant.

CINCINNATI

Box office records were established here during the past fortnight when DeMille-Paramount's "Samson and Delilah" grossed \$4,800 on the opening day and \$32,000 on the week with a scale of \$1.19 top, including tax, at the RKO Palace. At the same time, MGM's "Battleground" did 150 per cent over the established house average. Both pictures held over. Other current offerings include "The Hasty Heart" at the RKO Albee; "Mrs. Mike" for a second week at Keith's, and "Trapped," plus "Red Stallion in the Plains" at the RKO Lyric. . . . A 1,700-unit housing project, to include a theatre, to be built a few miles south of nearby Hamilton, Ohio, is in the humor stage, reportedly backed by Cincinnati interests.

CLEVELAND

"Samson and Delilah" is breaking all records at Loew's Stillman theatre, where it is showing under a continuous policy at \$1.10 top advanced scale. Most noticeable in the

(Continued on page 30)

UN

RAGING ISLAND...

**OPENING ALL
OVER AMERICA
FEBRUARY 15th**

This is IT!

THE PLACE:

STROMBOLI

THE STAR:

BERGMAN

UNDER

THE INSPIRED DIRECTION OF

ROSSELLINI

Produced and Directed by Roberto Rossellini • Released by RKO Radio Pictures

UMI

RAGING PASSIONS!



(Continued from page 27)

daily box office lines is its appeal to all types and classes of patrons. . . . Circle theatre, Akron, changed hands for the second time in 30 days, when Paul Silknitter sold it to M. M. Simms of Akron and Jesse Wiseman of Hudson. . . . Ohio Theatre Service Corp. has added Paul Staup's Delphos drive-in, Delphos, to its clients. . . . Edwin Merrit, Alliance, Ohio, projectionist, died suddenly last Thursday. . . . Salesmen's Club of Cleveland, presided over by Frank Beles of RKO, held a party in the Variety Club last Saturday. . . . Sigmund Clayman, Warner head shipper, has filed as a candidate for state senator on the Republican ticket.

COLUMBUS

"Sands of Iwo Jima" at the Palace was the big box office draw of the week. "All the King's Men" at the Ohio drew critical raves and did well. "Backfire" was on tap to fair business at the Grand, and "Battleground" was in its third and final week at the Broad. The World continued for a 12th week the run of "Jolson Sings Again." It is reported that the run will be ended within the next two weeks. . . . Robert W. Greer, business agent for Local 386, Motion Picture Operators, has been reelected to a two-year term as president of the Columbus Federation of Labor. . . . Virgil Jackson and John Murphy, operators of the subsequent-run Uptown here and the McCook, Dayton, Ohio, have sold the two theatres to the Hunt Theatres, Cincinnati, effective February 12. . . . Harry Schreiber, RKO city manager, has been appointed theatre chairman in the 12th Congressional district in the fight to repeal the Federal admissions tax.

DENVER

Jack Copeland, manager, the Tabor, of the air reserve, has been ordered to active duty for 90 days, at Maxwell Air Base, Ala. . . . Mrs. Ollie May Norman, 76, former Charles City, Ia., exhibitor, died at her Denver home. Her grandson, Jack Bloerer, is booker at Realart Pictures. . . . E. E. Jameson, Sr., owner of Denver Shipping and Inspection Bureau, left for Phoenix, Ariz., to spend month, after visiting here on way from Kansas City home. . . . United Enterprises, Inc., with Robert Spahn as film booker and buyer, opened office on film row at 824 21st Street.

DES MOINES

Tri-States held a series of district manager meetings during the last few weeks. William Miskell met with his managers in Council Bluffs on January 25. Kermit Carr held a meeting January 30 at the Savery Hotel in Des Moines, and H. D. Groves met with his men in Davenport on January 31. G. Ralph Branton, the circuit's general manager, and all the firm's department heads attended the three meetings. . . . Variety Club is making plans for its sponsorship of the Horace Heidt show in March—proceeds of which will go to the club's charitable fund. . . . What is believed to be the first television projection unit to be installed in an Iowa theatre is now in operation on an experimental basis at the Swan theatre in Medipolis. . . . Articles of incorporation have been filed in Des Moines for the Eddy Theatres Corp. of Indianola. Authorized capitol stock is 150,000 shares. Officers are

The National Spotlight

Will H. Eddy, president; Warren W. Eddy, treasurer, and John H. Eddy, secretary.

DETROIT

A couple of top-notchers are among the week's new films as other record-breakers hold in first runs. "The Hasty Heart" is playing at the United Artists. The Michigan is offering "Montana" and "Blondie's Hero." "Port of New York" and "Stallion Canyon" opened Friday at the Downtown. Fox is showing "Woman in Hiding" and "Rugged O'Riordans." . . . Edward Macshyn left the B & C Film Service, leaving his partner, Charles Steinborn, the sole owner. . . . Frank Vincent, former Universal man on the west coast, is taking over as western Michigan salesman for Lippert Productions. . . . Phil Zeller, former Midwest Theatres circuit manager in Bay City, has resigned to become general manager for the Valos Circuit in Chicago.

HARTFORD

Sam Rosen, of the Lockwood-Gordon-Rosen Theatres in Connecticut, has been on a trip through the southern states. . . . The City Council at Portsmouth, N. H., has granted authority to Harry E. and Clarice B. Yoken to construct a drive-in theatre, with certain restrictions, on Lafayette Highway, about two miles from the center of the city. . . . Hartford Common Pleas Court Judge Sidney A. Johnson has upheld the action of the Bloomfield, Conn., Zoning Board of Appeals in granting a five-year temporary permit for construction of a drive-in theatre in Bloomfield. . . . Elbert W. Moreland has been appointed assistant manager at the Warner theatre, Bridgeport, Conn. . . . Joseph R. Piccolo has been named manager of the Colonial theatre, Bridgeport, Conn. . . . Raymond J. Wylie has been installed as chief barker of Variety Club of Connecticut, Tent 31.

INDIANAPOLIS

The motion picture March of Dimes committee, headed by Shirley Wilcox, has arranged a local premiere of "Samson and Delilah" at Keith's February 14 as a polio benefit. The house will be scaled up to \$10. . . . J. B. Sconce Enterprises bought the State, a west side neighborhood house, from Trueman Rembusch this week. It formerly was operated on lease by John Servaas. . . . Sam Weinberg, Louisville and Muncie, Ind., exhibitor, died of a heart attack at Louis-

ville February 1. He was 39. . . . Ten drive-ins in the city and suburban area are getting ready to reopen in March, due to the mild winter. . . . Following the lead of several other neighborhood theatres which raised their admission prices from 40 to 50 cents, the Fountain Square group has gone up to 44 cents.

KANSAS CITY

The board of directors of the Allied Independent Theatre Owners of Kansas City will meet February 14. Three chief matters will be considered: personnel in view of the resignation of C. M. Parkhurst as general manager of the unit; plans for a conference of drive-in operators, and plans for the spring convention scheduled for May 9 and 10. . . . A new exhibitor in Kansas City is Ted Huntsman, who bought the Belmont from Arthur Burke and took over February 1. He has been well known in the Kansas City exchange area for several years as a theatre and city manager for Theatre Enterprises, Inc. . . . A coming big screen event is "Samson and Delilah" at the Paramount starting February 15.

LOS ANGELES

"Mrs. Mike" bowed in at the four Music Halls and Forum to share the opening spotlight with "Samson and Delilah" at the two Paramounts. Other first run bills included "The Lady Takes a Sailor" at the three Warner houses, while the Globe group heralded a moveover in "The Fallen Idol," five theatres screening the British importation instead of the previous lone Fine Arts. . . . Paul Davis resigned his post as booker for United Artists Theatres to join Robert Lippert Productions as a sales representative, starting with the San Francisco exchange and slated for transfer to the Kansas City office. . . . Columbia exploitation representative Sam Siegel will turn over his local chores to Mike Newman before assuming similar duties in the Seattle exchange. . . . M. J. McCarthy, Monogram branch manager, was Kansas City bound for the sales convention there. . . . Covering the Los Angeles area out of the Columbia office in New York was sales executive Lou Astor. . . . Bob Dunnigan, Blythe theatre owner, started construction of a new 500-car drive-in on the edge of town.

LOUISVILLE

New programs dominated the first run theatres, with several holdovers in evidence. "Montana" stayed on for a second week at the Mary Anderson, and "Pinky" was moved over to the Brown following a previous week at the Rialto. "Battleground" opened in a single bill at Loew's, while the Scoop also with one feature offered "Symphonie Pastorale." In with double bills, the Rialto offered "Bagdad" and "Undertow," while the Strand had "Captain China" and "The Big Fight" to round out the offerings. . . . The Kentucky Association of Theatre Owners has requested each member to wire or write their Senators and Congressmen, urging they insist admissions tax relief be included in the contemplated legislation eliminating or reducing war time excise taxes. KATO also urged their members to keep in close contact with the Kentucky general as-

(Continued on opposite page)

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sembly senators and House members for state admissions tax repeal. . . . Plans for the American Drive-In Theatre's new twin drive-in have been completed and, with the approval by the zoning commission received, work on the project is to begin immediately, according to Lou Arru. The double screen theatre will accommodate approximately 1,800 cars, 1,000 on one side and 800 on the other.

MEMPHIS

Six full acts of vaudeville, coupled with "Abandoned," gave Malco the lead in first run attendance. Warner scheduled a stage review for next week. Warner showed "Backfire" to fair audiences. Loew's State had better than average attendance to see "Bagdad." Loew's Palace showed "Malaya" to good crowds. "Thelma Jordon" packed them in at Strand. . . . Carl Johnson bought the Cozy theatre, Bentonville, Ark., from Mrs. Rufe Prophet. . . . Robert H. Justice, Rent-A-Movie Corp., was reelected national vice-president of the 78th Division Veterans Association. . . . Forrest Dunlap and Harlan Dunlap, Dallas, equipment men, visited film row. . . . Bailey Prichard, branch manager, Monogram, has returned from a company meeting in New York. . . . Harry M. Paul, RCA representative, Atlanta, was a Memphis visitor.

MIAMI

The builder of the first motion picture theatre in Atlantic City, Joseph H. Snellenberg, 67, retired, died in Miami recently. . . . Some changes recently put Ken Rockwell in as manager of the Ritz, Richard Cummings as his assistant, and Richard Sloop assumed duties of assistant at the Trail. . . . Screen offerings gave the public "Samson and Delilah" at the Florida and Sheridan for the second week, "Battleground" with Denise Darcel making personal appearances at the Roosevelt, "All the King's Men" at Miami, Miracle and Lincoln, "On the Town" at Paramount and Beach, "Sands of Iwo Jima" at the Colony, "Ambush" at Embassy and Variety, and "Thelma Jordon" at the Olympia, with Vivian Blaine topping the stage attractions at the same.

MILWAUKEE

The Allied Independent Theatre Owners of Wisconsin held their first regional meeting this year at Madison, February 4. On the agenda at the meeting was Brotherhood, Compo, discussions on the screenings being down for the subsequent runs, admission prices and general business. . . . Ralph Maw, district manager for MGM in Minneapolis, and Burtus Bishop, Jr., divisional manager from Chicago, were in Milwaukee to confer with John Kemptgen, Loew's, Inc. . . . "Battleground" goes into its third week at the Fox-Palace. "Whirlpool" is the attraction at the Wisconsin, with "Hollywood Varieties" as the co-feature. Going into its second week at the Towne is "Ambush." At the Warner theatre, "Montana" is the main feature, with "Unmasked."

NEW ORLEANS

Joseph Fornea, pioneer exhibitor in this territory, died at his home in Picayune, Miss. . . . Visiting the film colony were:



John Payne, star of Pine-Thomas' "Captain China," which Paramount is releasing, visits Memphis. Left to right: Jack Katz, co-owner of the Strand theatre; L. W. McClintock, Paramount branch manager in Memphis; A. C. Lyles, publicity manager for the producers, and Mr. Payne.

Louis Watts of Oil City, La.; Herbert Felix, Hayes, La.; Jack Downing, Brookhaven, Miss.; Vernon Duffree, Matarie, La.; Mr. and Mrs. Claude Darcy, Morgan City, La.; Don George, Alexandria, La.; Roy Pfeiffer, Baton Rouge, La.; Everett Pearce, Arcadia, La.; Doyle Maynard, Shreveport, La.; J. M. Gauthier, White Castle, La.; F. G. Prat, Jr., Vacherie, La.; K. Giddens, Mobile, Ala.; Rock Ballard, Jackson, Ala.; Nick Lamantia, Bogalusa, La.; T. N. Broussard, Youngsville, La.; E. B. Hands, Minden, La.; Tom McElroy, Broadmoor theatre, Shreveport, La.; E. J. Gaudet, Jackson, Miss.; G. D. Starie, Pensacola, Fla.; A. L. Cook, Metairie, La.; Ed Ortte, Bay St. Louis, Miss.

NEW YORK

Three Hollywood pictures and two from abroad opened at Broadway theatres this week. They were: United Artists' "Mrs. Mike" at the Capitol; Warners' "Young Man With a Horn" at the Radio City Music Hall; RKO's "The Tattooed Stranger" at the Palace; the Italian picture "Il Trovatore" at the CineMet, and a Russian film, "Pavlov" at the Stanley. . . . Noel Coward, the British actor, who appears in J. Arthur Rank's "The Astonished Heart," will attend the premiere of that picture when it opens at the Park Avenue theatre next week. Universal-International is releasing here. . . . As part of the American Heart Association's annual appeal New York theatres will play a special subject featuring Gary Cooper and Patricia Neal. It was made by Richard Warner.

OKLAHOMA CITY

The Akdar theatre, one of Tulsa's oldest will be remodeled into a large ballroom this spring, it was announced Wednesday. The changeover is expected to cost \$15,000. The Akdar, opened February 2, 1925, has been a film house and legitimate drama theatre. . . . A new theatre is planned for Alvin, Tex., the Tex, which is expected to open in April. Roy Lambden, in partnership with M. A. Matlock, said the theatre will seat 500 persons. . . . Seibert Worley, manager of the Liberty and Texas theatres in Shamrock, Tex., has been in Dallas and Oklahoma City recently conferring with architects and equipment people about Shamrock's new drive-in theatre, construction of which is to begin in the near future.

OMAHA

Real winter, absent since the all-time worst a year ago, finally reached the Omaha territory again for the first time this year. . . . G. Ralph Branton, Tri-States Theatres general manager, led a big Omaha district meeting of management at Council Bluffs. Major topic was drive-ins. . . . Two advance publicity men, Jack Devaney for Sammy Kaye, and Joe Shea for "Detective Story" were in town. . . . Jim Flaherty has been transferred here from Chicago to replace Joe Rosenberg as a Paramount salesman. . . . As one of the many events in a campaign for "All the King's Men," manager Larry Caplain of the RKO-Brandeis theatre offered an "early bird" opener—which meant coffee and doughnuts for all attending the 10 A.M. Saturday opening.

PHILADELPHIA

Assessment for William Goldman's new Randolph was increased from \$182,000 to \$617,400 as a result of the new construction in rebuilding the former Keith's. . . . Hirst Enterprises' 4-Paws closed down for week days, with general manager Sam Waldman, managing the circuit's New Garden, also handling the 4-Paws for week-end operation. Irving Phillips, 4-Paws manager, left for Florida. . . . The Grant was sold by Albert M. Cohen to exhibitor William H. Fishman for \$90,000. . . . Scenario, new audience-participation quiz with a \$500 weekly cash award, was introduced this week in 30 houses in the Philadelphia area. . . . Majestic, Mt. Penn, Pa., offering free admission to any car driver bringing three or more patrons to the theatre. . . . Paramount Decorating Co. decorating Melvin Fox's new house expected to open shortly in Mt. Holly, N. J.

PITTSBURGH

Colleen Townsend, film actress who is turning missionary, made a personal appearance at the Fulton in connection with "When Willie Comes Marching Home." She also made two theatre appearances in nearby Punxsutawney for the film's premiere and occupied the pulpit in the Presbyterian church. . . . John Walsh, the Fulton boss, was in New York for the annual meeting of the managers of the Shea circuit in the Hotel Astor. . . . Joe Biele, manager of the suburban South Hills theatre, was one of

(Continued on page 34)

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LOEW'S INC. • WARNER • SKIRBALL THEATRES • TED GAMBLE THEATRES • SHEA • SCHINE • UNITED PARAMOUNT NORTHO CIRCUIT • DARNELL THEATRE
ASSOCIATED THEATRES (Cleveland) • CO-OP THEATRES OF OHIO (Cleveland) • ASSOCIATED THEATRES (Cincinnati) • CO-OP THEATRES OF OHIO (Cincinnati)

podrome, Gloversville, N.Y. • Olympic, Watertown, N.Y. • Rialto, lens Falls, N.Y. • Rialto, Little Falls, N.Y. • State, Tupper Lake, N.Y. • Strand, Ogdensburg, N.Y. • Pontiac, Saranac Lake, N.Y. • General Starke, Bennington, Vt. • Rialto, Potsdam, N.Y. • Lyric, Rose's Point, N.Y. • American, Canton, N.Y. • Rialto, Amsterdam, N.Y. • Strand, Carthage, N.Y. • State, Hamilton, N.Y. • Malone, Malone, N.Y. • Massena, Massena, N.Y. • Oneonta, Oneonta, N.Y. • State, Schenectady, N.Y. • Hollywood, Ausable Forks, N.Y. • Gralyn, Gouverneur, N.Y. • Franjo, Boonville, N.Y. • Catskill, Catskill, N.Y. • Playhouse, Manchester, Vt. • Fairyland, Warrensburg, N.Y. • Olympic, Ica, N.Y. • Northwood, North Creek, N.Y. • Fair Haven, Fair Haven, Vt. • Strand, Albany, N.Y. • Uncola, Troy, N.Y. • Palace, like Placid, N.Y. • Capitol, Tilton, N.Y. • Liberty, Herkimer, N.Y. • Quire, Boston, Mass. • Mayflower, Boston, Mass. • Pilgrim, Boston, Mass. • Auburn, Auburn, Me. • Colonial, Augusta, Me. • Bijou, Bangor, Me. • Strand, Burlington, Vt. • Concord, Concord, N.H. • Empire, Fall River, Mass. • Saxon, Fitchburg, Mass. • Colonial, Haverhill, Mass. • Palace, Lawrence, Mass. • Modern, Lawrence, Mass. • Brimac, Lowell, Mass. • Strand, Manchester, N.H. • Daniel Webster, Ashua, N.H. • Olympia, New Bedford, Mass. • Strand, Newport, R.I. • Troy, Pawtucket, R.I. • Union Square, Pittsfield, Mass. • Strand, rtland, Me. • Colonial, Portsmouth, N.H. • Metropolitan, Providence, I. • Capitol, Springfield, Mass. • Art, Springfield, Mass. • Warner, Worcester, Mass. • Paramount, Barre, Vt. • Opera House, Bath Me. • Central, Biddeford, Me. • Paramount, Fort Fairfield, Me. • North Shore, Gloucester, Mass. • Houlton, Houlton, Mass. • Paramount, North

Adams, Mass. • Old Colony, Plymouth, Mass. • Plymouth, Plymouth, N.H. • Scenic, Rochester, N.H. • Paramount, Brattleboro, Vt. • Bristol, Bristol, Vt. • Chatham, Chatham, Mass. • Elizabeth, Falmouth, Mass. • Mahawie, Great Barrington, Mass. • Garden, Greenfield, Mass. • Modern, Harwichport, Mass. • Plymouth, Plymouth, Mass. • Center, Hyannis, Mass. • Rialto, Lancaster, N.H. • Park, Taunton, Mass. • Vergennes, Vergennes, Vt. • Lyric, White River Junction, Vt. • Strand, Oreno, Me. • Strand, Rockland, Me. • Paramount, Rutland, Vt. • Star, Westbrook, Me. • Liberty, Ashland, N.H. • Opera House, Bellows Falls, Vt. • State, Milford, Mass. • Strand, Newburyport, Mass. • Coni- ton, Newport, N.H. • Empire, St. Albans, Vt. • Community, Fair King- ton, Vt. • Palace, St. Johnsbury, Vt. • Rialto, Waterbury, Vt. • Orpheum, Woodsville, N.H. • Fine Arts, Maynard, Mass. • Province, Provincetown, Mass. • Powers, Caribou, Me. • Uptown, Dover, N.H. • Playhouse, Enosburg Falls, Vt. • Strand, Bannockburn, Me. • Strand, Berlin, N.H. • Cumberland, Brunswick, Me. • Opera House, Gardiner, Me. • Rialto, Hallowell, Me. • Dreamland, Livermore Falls, Me. • Wilton, Wilton, Me. • Rex, Norway, Me. • Strand, South Paris, Me. • Strand, Montpelier, Vt. • Wilbur, Eastport, Me. • Jax, Colebrook, N.H. • Town Hall, Littleton, N.H. • Casino, Narragansett, R.I. • Buzzards, Buzzards Bay, Mass. • Lubec, Lubec, Me. • Opera House, Stonington, Me. • Strand, Westboro, Me. • Lincoln, Lincoln, Me. • Lincoln, Damariscotta, Me. • State, Presque Isle, Me. • Amus, Grove- ton, N.H. • Criterion, Bar Harbor, Me. • State, Waterville, Me. • Play- house, Scituate, Mass. • Strand, Skowhegan, Me. • State, Madison,

Me. • State, Calais, Me. • Capitol, Hillsboro, N.H. • State, Fannin- ton, Me. • Savoy, Northfield, Vt. • Latchis, Claremont, N.H. • Latch- Keene, N.H. • Playhouse, Randolph, Vt. • East Greenwich, East Greenwich, R.I. • Windsor, Windsor, Vt. • Ideal, Springfield, 20th Century, Buffalo, N.Y. • Jefferson, Auburn, N.Y. • Fann- Batavia, N.Y. • Lafayette, Batavia, N.Y. • Capitol, Binghamton, N.Y. • State, Cortland, N.Y. • Regent, Dunkirk, N.Y. • Regent, Elmira, N.Y. • Geneva, Geneva, N.Y. • Temple, Geneva, N.Y. • Strand, Ithaca, N.Y. • Wintergarden, Jamestown, N.Y. • Cataract, Niagara Falls, N.Y. • Playhouse, Oswego, N.Y. • Paramount, Syracuse, N.Y. • Playhouse, Cortland, N.Y. • State, Bath, N.Y. • Fann- ion, Perry, N.Y. • Elmwood, Penn Yan, N.Y. • Fox, Canisteo, N.Y. • Capitol, Newark, N.Y. • Strand, Seneca Falls, N.Y. • Grand, Seneca, Seneca, N.Y. • Rialto, Albion, N.Y. • Lyric, Marnell, N.Y. • Rialto, Lockport, N.Y. • Albee, Cincinnati, Ky. • Keith, Dayton, O. • Palace, Columbus, O. • Palace, Hamilton, Va. • Palace, Lancaster, O. • Lyric, Williamson, W.Va. • Yank Athens, O. • State, Springfield, O. • Wayne, Greenville, O. • Grand Newark, O. • Miami-Western, Oxford, O. • State, Washington Co. House, O. • Lyric, Greenfield, O. • State, Mt. Sterling, O. • Mon- Peebles, O. • Palace, Gloucester, O. • Rols, Cynthiana, Ky. • Le Lewisburg, W.Va. • Monroe, Union, W.Va. • Gilbert, Gilbert, W. Town Hall, Lebanon, O. • State, Lexington, Ky. • Piqua, Piqua, Paris, Ky. • Manning, Middlesboro, Ky. • Madison, Richmond, Ky. • Versailles, Versailles, O. • Lane, Williamsburg, Ky. • Colum- Portsmouth, O. • Eaton, Eaton, O. • Capitol, Frankfort, Ky. • La-

CHAKERES CIRCUIT • RKO • THEATRE OWNERS CORP. OF OHIO • ROGERS CIRCUIT OF W. VA. • REDA CIRCUIT OF KENTUCKY • FETICK CIRCUIT OF CINCINNATI
BALM SHED CIRCUIT • WESTERN MASS THEATRES • GIES CIRCUIT • B & K THEATRES, Chicago • GREAT STAFFS THEATRES, Ill. • UNITED DETROIT THEATRE

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CHARLES BICKFORD as Cardinal Mindszenty
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 Screenplay by Emmet Lavery • Directed by FELIX FEIST • An Eagle Lion Films Release

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THEATRES OF NEW ENGLAND • LOCKWOOD AND GORDON CIRCUIT • E. M. LOEW THEATRES • LATCHIS CIRCUIT • TEGU CIRCUIT • SAM PINANSKI'S
 AMERICAN THEATRE CIRCUIT • UNITED PARAMOUNT NEW ENGLAND THEATRES • INTERSTATE THEATRES OF MASS. • MAINE & NEW HAMPSHIRE THEATRES

Palace, London, O. • Harrod, Harrodsburg, Ky. • Grand, Circleville, O. • Celina, Celina, O. • Avon, New Vienna, O. • Frances, Mechanicsburg, O. • Grant, Williamstown, Ky. • Fairborn, Fairborn, O. • Matewan, Matewan, W.Va. • Richland, Carrollton, Ky. • Strand, Lexington, Ky. • Allen, Cleveland, O. • Palace, Akron, O. • Palace, Ashtabula, O. • Holland, Bellfontaine, O. • Ohio, Canton, O. • Civic, Fostoria, O. • State, Lima, O. • Madison, Mansfield, O. • Grand, Massillon, O. • Paramount, Steubenville, O. • Rich, Tiffin, O. • Rivali, Toledo, O. • Wooster, Wooster, O. • Palace, Youngstown, O. • Columbia, East Liverpool, O. • Shey, Geneva, O. • State, Conneaut, O. • Star, Co-shacton, O. • Morrison, Alliance, O. • Paramount, Fremont, O. • Cla-zel, Bowling Green, O. • Robins, Warren, O. • Memorial, Mt. Vernon, O. • Royal, Findlay, O. • Palace, Marion, O. • Niles, Robins, O. • Hippodrome, Crestline, O. • Carme, Bluffton, O. • City, Bergsitz, O. • Bexley, Dover, O. • Strand, Delaware, O. • Strand, Delaware, O. • Newark, Newark, O. • Rex, Ottawa, O. • Bryan, Bryan, O. • Cast-amba, Shelby, O. • Clinton, Port Clinton, O. • Ashland, Ashland, O. • State, Napoleon, O. • Kent, Kent, O. • Ravenna, Ravenna, O. • E. Palestine, E. Palestine, O. • Ohio, Van Wert, O. • Community, Cadiz, O. • Indiana, Indianapolis, Ind. • Mary Anderson, Louisville, Ky. • Orpheum, Terre Haute, Ind. • Indiana, Kokomo, Ind. • Clinton, Frank-furt, Ind. • New Moon, Vincennes, Ind. • State, Loganport, Ind. • Wallace, Peru, Ind. • Paramount, Anderson, Ind. • Grand, Evansville, Ind. • Ritz, Crawfordsville, Ind. • Grand, Union City, Ind. • Star, Geneva, Ind. • Tivoli, Jasper, Ind. • Hines, Portland, Ind. • Cozy, Argos, Ind. • Hartford, Hartford City, Ind. • Swiss, Tell City, Ind. • Strand, Muncie, Ind. • Roosevelt, Chicago, Ill. • State, Rockford, Ill.

Palace, Milwaukee, Wisc. • Tivoli, Michigan City, Ind. • Roxy, Port, Ind. • Orpheum, Ottawa, Ill. • Wane, Kewanee, Ill. • Fe-Aurora, Ill. • Palace, Danville, Ill. • Grove, Elgin, Ill. • Patio, Fre-port, Ill. • Orpheum, Joliet, Ill. • Palace, Peoria, Ill. • Granar-Sa. Bend, Ind. • Palm State, Detroit, Mich. • Maryland, Cumberlan-Md. • College, New Haven, Conn. • Majestic, Bridgeport, Conn. • M. Loew, Hartford, Conn. • Capitol, Meriden, Conn. • Poli, Norwic-Conn. • Empress, S. Norwalk, Conn. • Plaza, Stamford, Conn. • Ma-son, Madison, Conn. • Saybrook, Saybrook, Conn. • Barry, Pittsburg-Pa. • Ritz, Clarkburg, Pa. • Columbia, Erie, Pa. • Lee, Fairmont, Va. • Manor, Greensburg, Pa. • Cambria, Johnstown, Pa. • Pa-Mendocville, Pa. • Metropolitan, Morgantown, W.Va. • Latonia, City, Pa. • St. Mary's, St. Mary's, Pa. • New Luna, Sharon, I-State, State College, Pa. • Columbia, Warren, Pa. • State, Washir-ton, Pa. • Victoria, Wheeling, W.Va. • Garley, Clarion, Pa. • Colu-bia, Brookville, Pa. • Jefferson, Punkulawney, Pa. • Strand, Ridg-way, Pa. • Penn, Titusville, Pa. • Grand, Wintington, Pa. • Gra-Mt. Pleasant, Pa. • Roxy, Webster Springs, Va. • Majestic, Phillipsbu-Pa. • Smiths, Barnesboro, Pa. • State, Myersdale, Pa. • Kanaw-Buckhannon, W.Va. • Granada, Beaver Falls, Pa. • Oriental, Roch-ter, Pa. • Kayton, Franklin, Pa. • Camden, Weston, W.Va. • Aven-DuBois, Pa. • Lyceum, Kittanning, Pa. • Penn, Butler, Pa. • Empori-um, Pa. • Coudersport, Coudersport, Pa. • Temple, Kane, I-Governor, Somerset, Pa. • Jordan, Greenville, Pa. • lyric, Clearfie-Pa. • State, Bellefonte, Pa. • Rialto, Renova, Pa. • Palace, Ma-Jewett, Pa. • Penn, Sheffield, Pa. • Eldred, Eldred, Pa.

THEATRES OF MICH. • CO-OP. THEATRES OF PITTSBURGH • FOX THEATRES OF WISC. • STANDARD THEATRES OF WISC. • DELFT THEATRE CIRCUIT

(Continued from page 31)

the winners in Twentieth Century-Fox's nationwide showmanship contest. . . . "Battle-ground" opened sensationally in Loew's Penn and was holdover. "All the King's Men" in the J. P. Harris, and "The Outlaw" in the Stanley also got away to a great start, "The Outlaw" was previously shown on the Fulton screen.

PORTLAND

A third Pacific Northwest blizzard in less than ten days, with extra heavy snow, zero weather, caused numerous film cancellations, isolated many small communities, closing of houses, and Oregon Film Delivery reports necessity of truck discontinuance and a switch to rail film deliveries. Storms cut into box office figures 10 to 25 per cent. Weatherman predicts longer and more severe cold weather. . . . E. R. Bechtel, with B. F. Shearer Equipment Company, Seattle, for the past 14 years, has been transferred to sales department of company's San Francisco branch; also transferred to same spot is Joe Berringer of drapery department. . . . Zollie Volchok, city manager of Sterling Theatres, has been appointed by Ted Gamble regional chairman, Brotherhood Week, in which all Portland and Seattle houses making extended plans.

SAN ANTONIO

"The Sundowners" opened at the Majestic with John Barrymore, Jr., Lois Butler, David Kashnir and Chill Wills in person the opening day. "All the King's Men" played the Aztec theatre. . . . Visiting the local film exchanges here last week were Pedro Carrasco, Big Wells, Tex.; Thomas Parker, Tent Show, Saspanco, Tex.; Mr. Pince, Lyric, Ansco, Tex.; Edward Reyna, Uptown, Victoria, Tex.; Mr. Garza, New Drive-In, Victoria, Tex.; Tobe Howze, Rio, Brownfield, Tex.; C. J. White, Princess, Sanderson, Tex. . . . The first anniversary of the Motion Picture Advisory Board was observed here by local theatre owners and operators. They were host at a luncheon at the St. Anthony Hotel for board members. George Watson, Interstate city manager, was chairman and spokesman for the group.

SAN FRANCISCO

Only two new shows in town this week: "Ambush," which opened at Loew's Warfield, and "Woman in Hiding," which opened Tuesday at the Orpheum. . . . Les Miller, resigned from Loew's Warfield assistant manager post, has returned to his home in Ohio. . . . Boyd Sparrow, manager, Loew's Warfield; Jerry Zigmond, district manager, Paramount Theatres, and Jack Allen, manager, the Stage Door, have received high praise from exhibitor chairman Ben Levin for their "outstanding leadership and cooperation" during the March of Dimes drive here. . . . Shows holding over are: "Dear Wife" at the Paramount; "12 O'Clock High" at the Fox; "The Outlaw" at Golden Gate; "Challenge to Lassie" at the Esquire; "My Foolish Heart" at United Artists, and "Samson and Delilah" at the St. Francis.

TORONTO

With winter weather of the pleasant variety there was good traffic during the week to Toronto theatres. "Samson and

The National Spotlight

Delilah" was holding its own at the Victoria theatre for a sixth week. "All the King's Men" opened with a rush at Shea's and the Nortown theatres while "Chicago Deadline" at the Imperial and "Battle-ground" at Loew's were very satisfactory. . . . The Ontario censors gave adult rating to seven features in January as follows: "Undertow," "Night Beat," "Give Us This Day," "Forbidden," "Farewell to Arms" (reissue), "Facts of Love" and "East Side, West Side." . . . The National Film Board has entered four of its short subjects in a bid for the Academy Awards March 23, these being "Summer Is for Kids," "Children's Concert" and two animation films. . . . Daylight saving is expected this year in Ontario cities for a longer period from April 30 to Oct. 29 to help conserve electric power. . . . The Circle M Ranch at nearby Kleinburg, Ont., owned by Charles Mavety, film industry figure, suffered an estimated \$40,000 fire loss. . . . J. J. Fitzgerald, retiring chief baker, presided during the early part of a dinner meeting of the Toronto Variety Tent for the installation of officers before handing over the reins to Morris Stein, who succeeded him in the office.

VANCOUVER

Theatre business here made a partial comeback after wintry blasts and icy streets but February weather turned to snow and zero temperatures again to lower attendance. There were two standouts: "Jolson Sings Again," where it is still going strong in fourth week at Orpheum, and "Lost Boundaries" on its seventh big week at Studio. Other first runs were: "Inspector General" at Capitol, "Abandoned" at Plaza and Hastings; "Sands of Iwo Jima," Vogue, "White Heat" at the Cinema. . . . Lloyd Muir, former RKO exploiter for western Canada and Northwest United States, has opened a public relations and promotion office here. . . . Two British Columbia managers collected prize money for publicity campaigns: Norman Duncan of the Cinema for his campaign on "Paisan," and Martin Cave of the Dominion Victoria won first prize in the Pacific National Exhibition beauty contest for his promotional booklet, winning \$60. Both are managers for the Famous Players circuit.

Film Exchange employees local B-71, IATSE, elected the following officers for 1950; president, Luke Ducette, Empire-Universal; business agent, Doug Isman, International Distributors; secretary-treasurer, George Hislop, 20th-Fox.

WASHINGTON

New openings included: "The Heiress" at the Palace; "Kentucky" and "My Darling Clementine" at the Metropolitan; "Whirlpool" at the Capitol; "Woman in Hiding" at RKO Keith's; "They Met at Midnight" at the National; "The Bandit" at the Little; "Love Me Tonight" and "One Hour with You," Chevalier reissues, at the Dupont. . . . The Circle theatre has been remodeled completely, with new wall coverings, drapes, curtain and seats. . . . Hollywood actor George Murphy was in town to meet with Republican Congressmen, to work out details of a box supper on February 6 at Uline Arena. Murphy was joint master of ceremonies for the affair, in honor of Lincoln Day, along with film actor Robert Montgomery.

Cheyfitz to Coordinate Policy of Academia

Washington Bureau

Because the Academia, the new showcase here of the Motion Picture Association of America, has assumed such importance as an industry public relations medium, Eric Johnston, MPAA president, has appointed Edward Cheyfitz to direct and coordinate the theatre's screening policy.

MPAA officials believe the premieres, screenings for selected Washington officials, special Saturday morning showings for local "small fry" and other Academia functions are winning many friends for Hollywood. They are planning an expanded program with a special budget. In New York, the New York Times in its Sunday drama section carried an article describing the Academia in detail.

Opening night was attended by a distinguished gathering. Attorney General J. Howard McGrath, whose Justice Department has been fighting the companies for years in an effort to obtain theatre divestment, looked around and cracked: "I think we'll let them keep this one," according to the article.

Herman Levy Analyzes Florida Tax Decision

Herman M. Levy, general counsel of the Theatre Owners of America, in his current bulletin to TOA members, analyzes the Florida Supreme Court's decision in which it invalidated the City of St. Petersburg's 10 per cent theatre admission tax. The decision was carried in detail in the December 31 issue of MOTION PICTURE HERALD. Mr. Levy, in his study, congratulates the exhibitors who fought the tax, and points out the need for continuing the fight.

City Releases Art Film

A 12-minute short in color, available in 16mm for educational purposes and depicting the art treasures in New York, has been released by the city's Department of Commerce for free public showing. The film, "New York's Heritage," was produced in 1948 by Visual Specialists, Inc., and will be distributed nationally to stimulate tourist interest in the city.

The Hollywood Scene

Must Have Something to Sell in Film: Grainger

by WILLIAM R. WEAVER
Hollywood Editor

A producer whose last two pictures were the whopping "Wake of the Red Witch" and the currently record-breaking "Sands of Iwo Jima" could be pardoned for going coy, reticent and mysterious on being asked to reveal the secret behind these consecutive smashes, but not Edmund Grainger. Resistance to inquiry could be expected, too, of a man who has just set up shop as an independent producer wholly financed by Howard Hughes for five pictures in two years with all of the RKO Radio studio facilities and talent at his disposal, but—again—not Edmund Grainger. He talks, freely and of many things, and this is a condensed report of what he says.

"I think a successful picture's got to be a property with a handle on it—some special thing an exhibitor can take hold of and sell it with. In 'The Witch' it was a best-selling novel. In 'Iwo' it was the best known single incident in a world war. Pre-war, in 'Flying Tigers,' it was a banner-lined group of American pilots adventuring on their own in defense of a friendly power. These were things a showman could go on and sales talk about after he'd told the customers the answers to what's-the-title and who's-in-it.

"A picture's got to have that kind of handle to make money, for the exhibitor first and the producer second, regardless of the number or choice of top star names in the cast—after all, how many top stars are there? And how many times does it turn out that even the best of them fail to

carry a bad picture after the news about it gets around?

"No, I haven't decided what my first picture under the new setup will be. I'm reading a great mass of material. I do know it will be a big-scale subject—vast in scope or background, that is—and that it will have a sales handle on it. I'm going to keep looking until I find a subject and a story big enough in its own right, and with enough sales handle, so that it could be successfully produced and marketed without any box office star names in the cast. When I'm sure I've got that type of property, then I'll add the box office names, and we ought to come out with a better than even chance of making some money for everybody. I'm no idealist about what we're in business for. The exhibitor is in business to make himself a buck, and so am I."

Sees Producer Responsible For Exploitation Also

Producer Grainger adds no fuel to the flame of producer criticism of exhibitors for asserted apathy in exploiting pictures. On the contrary, he says. "We've never waited until opening day to think about exploitation. While 'Iwo' was still shooting we brought three members of the actual flag-raising squad to Hollywood, together with the man who led them up the hill, and we persuaded the Marine Corps to lend us the original flag. Every living American who reads anything learned about that in his newspaper or magazine. No exhibitor could have pulled it off. I figure a producer's got as much responsibility for proper exploitation as for anything else

he does. A producer who ducks that responsibility and passes the whole buck to the exhibitor hasn't got a very good right to complain about whatever happens."

Neither does the Grainger view of television match the Hollywood average. He says, "We're kidding ourselves when we say it's a fad, like radio was, that will fall into daily routine in a little while, with set-owners rushing back to the theatres. It'll get better—it'll offer better shows than it does now—and people will go to the theatre only if the theatre has a better show than they can see at home. That's our job, as it always has been—to give people a better show than anybody else can give them."

Six Pictures Put in Work at Studios

Six pictures were started during the week.

Henry Blanke started "Lightning Strikes Twice" for Warners with Richard ("Hasty Heart") Todd, Ruth Roman, Zachary Scott and Mercedes McCambridge, directed by King Vidor.

"Million Dollar Bank Robbery" (fast, eh?) got rolling for Warners' Bryan Foy with Steve Cochran, Gaby Andre and others in a cast directed by Andrew Stone.

Hal Wallis launched "My Friend Irma Goes West" for Paramount release, with Hal Walker directing Marie Wilson, John Lund, Diana Lynn and the Martin-Lewis team.

Robert Arthur went to work on "Louisa" for Universal-International, presenting Ronald Reagan, Ruth Hussey, Charles Coburn, Edmund Gwenn and Spring Byington under direction of Alexander Hall.

"A Modern Marriage" was started by David Diamond for Monogram release, with Paul Landres directing Robert Clark, Margaret Field and others.

"Guns Roar in Rockhill" is a Whip Wilson Western produced and directed by Wallace Fox for Monogram.

THIS WEEK IN PRODUCTION:

STARTED

MONOGRAM

Guns Roar in Rockhill
A Modern Marriage

PARAMOUNT

My Friend Irma
Goes West

UNIVERSAL-
INTERNATIONAL
Louisa

WARNER BROS.

Lightning Strikes
Twice
Million Dollar Bank
Robbery

COMPLETED

MONOGRAM

Square Dance Katy
Jiggs and Maggie Out
West

REPUBLIC

Hills of Oklahoma

RKO-RADIO

Come Share My Love
Code 3

20TH CENTURY-FOX

The Challenge

WARNER BROS.

Pretty Baby

SHOOTING

EAGLE LION

The Sun Sets at
Dawn

MGM

Summer Stock
Three Little Words
The Toast of New
Orleans
Crisis
Visa

Father of the Bride
Right Cross
A Life of Her Own

PARAMOUNT

Union Station

REPUBLIC

Salt Lake Raiders

RKO-RADIO

Jet Pilot
Sons of the
Musketeers

Alias Mike Fury

White Rose for Julie

20TH CENTURY-FOX

Outbreak
Rawhide
Where the Sidewalk
Ends

UNIVERSAL-
INTERNATIONAL
Peggy

WESTERN UNION

1951

SYMBOLS
DL=Day Letter
NL=Night Letter
LC=Outland Cable
ML=Outland Mable
SL=Outland

WUN200L.NB343 LONG PD=RK NEWYORK NY 6 256P=

JAMES GRAINGER= REPUBLIC STUDIOS NORTH HOLLYWOOD CALIF=

DEAR JIMMY: TREMENDOUS PUBLIC AND PRESS RECOGNITION OF "SANDS OF IWO JIMA" IS CERTAINLY DESERVED. THIS GLORIOUS PORTRAYAL OF ONE OF THE EPOCHAL EVENTS OF WORLD WAR TWO IS A MASTERPIECE OF CINEMA PICTURE ENTERTAINMENT. THIS PRODUCTION SHOULD BE AT THE TOP OF THE LIST FOR REVIEW BY THE ACADEMY AWARD COMMITTEE. CONGRATULATIONS TO EDMUND AND TO ALL WHO HAD A HAND IN MAKING SUCH A GREAT PICTURE. KIND REGARDS=

TED R GAMBLE=
GAMBLE ENTERPRISES
NEWYORK

WUN201 DB373 D.BJA097 LONG DL PD=BJ DALLAS TEX 6 326P=

JAMES R GRAINGER= REPUBLIC STUDIOS NORTH HOLLYWOOD CALIF=

KNOW YOU WILL BE HAPPY TO LEARN THAT "SANDS OF IWO JIMA" OPENED MAJESTIC, DALLAS, TO OUTSTANDING RESULTS DESPITE FIRST SEVERE WINTER STORM OF ICE AND SLEET, GROSSING TWO AND ONE HALF TIMES AS MUCH AS OUR OTHER "A" ATTRACTION WHICH WAS SCHOOL HOLIDAY WITH IT EXCEEDED RESULTS OF PREVIOUS WEEK WHICH WAS SCHOOL HOLIDAY WITH STRONG ATTRACTION. LOCAL NEWSPAPERS, PARTICULARLY JOHN ROSENFELD, HAVE BEEN MOST EXCITING IN THEIR REVIEWS AND HAVE SELECTED THE PICTURE AND JOHN WAYNE AS THE OUTSTANDING ACADEMY AWARD CANDIDATES. IT IS BY FAR THE FINEST ATTRACTION WE HAVE HAD IN YEARS. BEST REGARDS=

R J O'DONNELL=
INTERSTATE THEATRES=

LA132 SSD 183 CT. MGA562 DL PD=MEMPHIS TENN 7 205P=

J R GRAINGER REPUBLIC PICTURES CORP NORTH HOLLYWOOD CALIF.

CONGRATULATIONS TO YOU AND YOUR COMPANY FOR ONE OF THE FINEST AND MOST WORTHWHILE CONTRIBUTIONS TO THE SCREEN. JUST COMPLETED WEEK IN MALCO "SANDS OF IWO JIMA" AND HOLDING IT SECOND WEEK WHICH IS VERY UNUSUAL. OUR 1950 WISH FOR YOU IS THAT YOU GIVE AT LEAST ONE MORE AS GOOD. SINCERELY=

M A LIGHTMAN
MALCO AMUSEMENT CO
MEMPHIS=

K.DVA026 LONG NL PD=DENVER COLO 8=

J R GRAINGER= REPUBLIC PICTURES CORP 1790 BROADWAY NYK=

DEAR J R IT'S MIDNIGHT IN DENVER AND I'M GOING TO BED AFTER TWELVE HOURS ON THE FLOOR. BUT NOT SO WITH THE FOLKS IN THIS TOWN BECAUSE WE ARE HAVING TO RUN AN EXTRA LATE SHOW TO ACCOMMODATE THE CROWD FOR "SANDS OF IWO JIMA". HERE'S THE NEWS YOU'VE BEEN WAITING FOR. ALL THREE THEATRES BROKE THE OPENING DAY ATTENDANCE RECORD INCLUDING RECORDS MADE DURING THE WAR. DENVER \$4800.00 ESQUIRE \$1221.00 WEBBER \$1115.00. THAT'S NOT ALL, WE TURNED AWAY MORE PEOPLE THAN WE PLAYED TO AT ALL THREE THEATRES SOMETIME AS LONG AS TWO HOUR WAITS AND THEY WAITED. CONGRATULATIONS TO MY GOOD FRIENDS HERB YATES AND JOHN WAYNE FOR WHAT THE PAYING PEOPLE ALL SAY IS ONE OF THE GREATEST PICTURES EVER MADE. IT'S GREAT TO BE ON THE FLOOR AT THE BREAK TO HEAR THE PRAISE COMMENT. THANK YOU FOR YOUR USUAL HONEST RECOMMENDATION OF YOUR PRODUCTS. I AGREE THIS IS THE BIG ONE OF 1950 TO BEAT. REGARDS=

BERNIE HYNES=
THEATRE

WESTERN UNION

297 L.CA704 PD=CHICAGO ILL 9 508P=

J R GRAINGER= REPUBLIC STUDIOS NORTH HOLLYWOOD CALIF=

HAPPY TO TELL YOU THAT "IWO JIMA" FAR SURPASSING EVEN MY GREATEST EXPECTATIONS AT BOXOFFICE AND AUDIENCE REACTION MOST ENTHUSIASTIC. FEW PICTURES RECENTLY RELEASED AS "IWO JIMA". SUCH WIDESPREAD FAVORABLE COMMENT HEREABOUTS AS "IWO JIMA". CONGRATULATIONS=

JOHN BALABAN=
BALABAN & KATZ THEATRES

WUN227 L. NB 432 DL PD=EB NEWYORK NY 6 417P=

J R GRAINGER, REPUBLIC PRODUCTIONS, INC=

"SANDS OF IWO JIMA" BREAKING ALL ATTENDANCE RECORDS SINCE WE HAVE BEEN OPERATING MAYFAIR THEATRE. PATRONS LOVE THE PICTURE AND APPLAUD AT ALL SHOWINGS. EVERYONE CONNECTED WITH PICTURE SHOULD BE HIGHLY COMPLIMENTED. I STRONGLY RECOMMEND YOU PUT "IWO JIMA" UP FOR AN ACADEMY AWARD AS IN MY OPINION IT IS ONE OF THE OUTSTANDING PICTURES OF THE YEAR. KINDEST PERSONAL REGARDS TO YOU AND HERB YATES=

HARRY BRANDT=
BRANDT THEATRES
NEW YORK=

WESTERN UNION

WUN028 KC011 K.LLG295 DL PD= KANSASCITY MO 6 1035A=

J R GRAINGER, REPUBLIC PICTURES= NORTH HOLLYWOOD CALIF=

"IWO JIMA" JUST COMPLETED SENSATIONAL WEEK AT OUR THREE FILM RUN HOUSES. BUSINESS OUTSTANDING DESPITE FIRST SEVERE COLA WEATHER. PICTURE WILL BE HELD OVER FOR EXTENDED RUN IN THEATRE. CONGRATULATIONS TO REPUBLIC FOR GIVING US ONE OF THE TOP MONEY PICTURES FOR 1950 REGARDS=

ELMER C RHODEN=
FOX MIDWEST THEATRE
KANSAS CITY

WESTERN UNION

WUM297 L.CA704 PD=LOSANGELES CALIF 326P=

J R GRAINGER REPUBLIC STUDIOS NORTH HOLLYWOOD CALIF=

DEAR JIMMY: THE BOXOFFICE RESULTS OF "SANDS OF IWO JIMA" HAVE BEEN EXCELLENT. STARTING WITH THE GREAT BUSINESS SAN FRANCISCO, SAN DIEGO AND LOS ANGELES, "IWO JIMA" MAINTAINED BOXOFFICE RECEIPTS IN OUR OTHER THEATRES ARE EQUALLY OUTSTANDING. MY CONGRATULATIONS TO YOU AND HERB YATES AND REPUBLIC.

CHARLES P. SKOURAS=

SSF155 L.NH4029 PD=HR NEW ORLEANS
 R GRAINGER=CARE REPUBLIC STUDIOS RTE WUX
 THE TREMENDOUS BUSINESS AND THE TERRIFIC AUDIENCE
 WE WOULD CERTAINLY CONSIDER "SANDS OF IWO JIMA" WELL
 WORTHY OF CONSIDERATION FOR THE ACADEMY AWARD. REGARDS=
 G J DUREAU JR=
 PARAMOUNT=RICHARDS THEATRES

AMERICA'S FOREMOST EXHIBITORS THEIR GREATEST PRAISE TO "SANDS OF IWO JIMA"!

Check the type of service desired (Indicate by check mark in the space provided) MAIL TELEGRAM TELETYPE TELEPHONE LETTER AIR MAIL AIR MAIL TELEGRAM AIR MAIL TELETYPE		Check the type of service desired (Indicate by check mark in the space provided) MAIL TELEGRAM TELETYPE TELEPHONE LETTER AIR MAIL AIR MAIL TELEGRAM AIR MAIL TELETYPE	
TO: WUL166 MA446 M.DWA871 NL PD= DES MOINES IOWA 9=		TO: WUL166 MA446 M.DWA871 NL PD= DES MOINES IOWA 9=	

MY REACTION AND THAT OF OUR PUBLIC TO "SANDS OF IWO JIMA" INDICATES
 THAT FROM THE GREAT CONFLICT OF THE LAST WAR THERE HAD TO BE A
 PICTURE WORTHY OF THE SACRIFICE MADE BY AMERICAN BOYS. "SANDS OF
 IWO JIMA" IS THAT GREAT AND POWERFUL DOCUMENT WHICH MUST BE
 CLASSIFIED AS THE EPIC IMMORTALIZING MT SURIBACHI. THE ACADEMY
 AWARD MUST BE CONSIDERED FOR "IWO JIMA" OR OUR INDUSTRY WOULD FAIL
 TO RECOGNIZE THE GREATNESS AND IMPORTANCE OF MARINE SACRIFICE
 WHICH IS DEPICTED BY THIS GREAT MOTION PICTURE. WERE I HONORED TO
 BE A MEMBER OF THE ACADEMY, I WOULD CAST MY VOTE FOR THIS, THE
 MOTION PICTURE'S GREATEST TRIBUTE TO ALL ARMED FORCES OF THE
 LAST WAR. REGARDS=
 G RALPH BRANTON=
 PARAMOUNT TRI-STATES THEATRES=
 DES MOINES



HERBERT J. VATES PRESENTS **SANDS OF IWO JIMA**

starring **JOHN WAYNE**
 co-starring **JOHN AGAR · ADELE MARA · FORREST TUCKER**

with WALLY CASSELL · JAMES BROWN · RICHARD WEBB · ARTHUR FRANZ
 JULIE BISHOP · JAMES HOLDEN · PETER COE · RICHARD JAECKEL
 Screenplay by Harry Brown—James Edward Grant • Story by Harry Brown

DIRECTED BY **ALLAN DWAN · EDMUND GRAINGER**
 ASSOCIATE PRODUCER



MRS. MYRICK RUNS THEATRE, HOME AND CIVIC AFFAIRS

Ever wonder where the little woman can fit into the picture?

Take Mrs. A. C. Myrick, of Lake Park, Ia. She is the wife of an Iowa exhibitor who is also president of the Allied Independent Theatre Owners of Iowa and Nebraska, Inc. As head of the exhibitor group he is required to spend considerable time away from his theatre operations, so the burden of the business is put on the not-so-frail shoulders of Mrs. M.

Discussing the business, she says "nothing is ever mentioned about the work of the wives in this business, especially in the small towns where theatre men find it difficult to pay a good cashier and manage the theatre while the husbands are away."

Citing her own case, Mrs. Myrick outlined the numerous duties connected with the theatre which she must assume while Mr. Myrick is attending national and state exhibitor meetings. First of all she must manage the theatre—no small task in itself. Then there is a popcorn stand which she must supervise, and occasionally an usherette is needed. In the basement of the theatre there is also a cafe which needs supervision. All of this, of course, requires a full working day.

In her off moments, Mrs. Myrick has a few outside activities to keep her interested in civic affairs. She is a Worthy Matron



Mr. and Mrs. A. C. Myrick and family.

of the Order of the Eastern Star; Sunday School superintendent for the seventh consecutive year; organist and choir singer in the local church; president of the Amvets Auxiliary and a district officer in the organization; education chairman of the T. B. Association; a Girl Scout councillor; an active member of the Federated Woman's Club, and the work-horse of many a community and church project.

In addition to these duties, Mrs. Myrick finds time to run a large home and take care of two children.

Occasionally, she seeks a little relaxation—and goes to the movies.

TOA Meets March 1, 2

The executive committee of the Theatre Owners of America will meet at the Hotel Astor in New York March 1 and 2, it was announced last week by Gael Sullivan, executive director of TOA. Ratification of the Council of Motion Picture Organizations is on the agenda.

At its last meeting in Washington the TOA delayed ratification of the COMPO organization, preferring to seek clarification of the manner in which funds would be raised and spent.

Other matters on the agenda include approval of a final draft of a suggested Code of Fair Trade Practices, selection of a 1950 TOA convention city, plans for TOA representation at Congressional hearings on the bill to reduce excise taxes and approval of plans and a budget for theatre television hearings before the Federal Communications Commission.

Ideal Adds 2 Magazines

Two new bi-monthlies, *Movies* and *Movie Thrills*, have been added to the Ideal Publishing Corporation magazine list, it was announced last week. Both magazines will follow the "give them only glamour—no scandal" policy of publisher W. M. Cotton.

Ricca Case Rehearing Is Denied by Appeals Court

The United States Government was denied a petition last Wednesday by the United States Court of Appeals in Chicago in which it sought a rehearing of the Paul Ricca case. Ricca, a member of the Capone gangster syndicate which extorted \$1,000,000 from the film industry, was freed by Federal Judge Michael Igoe on a writ of *habeas corpus*. The Government in its petition, asked the Appeals Court to reverse Judge Igoe, but the Court upheld him two months ago. John P. Lulinski, Assistant U. S. Attorney, said the Government will appeal to the U. S. Supreme Court.

Mindszenty Picture Opens On Anniversary of Jailing

The Eagle Lion film, "Guilty of Treason" about the trial and conviction of Joseph Cardinal Mindszenty was to open on Wednesday, February 8, on the first anniversary of the imprisonment of the Prince Primate of Hungary. The picture already has been booked into more than 500 key houses in New England, Ohio, Pennsylvania, Illinois and West Virginia, where it will open following Wednesday's day-and-date premieres at the Mayflower, Esquire and Pilgrim theatres in Boston; Albee in Cincinnati; Allen in Cleveland; Twentieth Century in Buffalo, and Warner in Worcester, Mass.

LATE REVIEW

Baron of Arizona

Lippert—Historical Melodrama

Lippert Productions' biggest picture to date comes from the same men, writer-director Samuel Fuller and producer Carl K. Hittleman, who made the company's biggest money-maker, "I Shot Jesse James," and it deals, as that picture did, with factual early American crime.

With Vincent Price, Ellen Drew and Beulah Bondi as top names, the new picture is stronger in billing power, although the historical incident presented, while intrinsically more substantial and stimulating, is less widely known. Whether this plus and minus will balance off to give the attraction equivalent or greater drawing power is a question on which the ultimate boxoffice yield depends. Exploitation stressing the factualistic nature of the story appears to promise the best results.

The story tells how James Addison Reavis, U. S. Land office clerk, set out in 1861 to counterfeit records that would prove the Arizona territory to be properly the possession of one Baroness Sofia Peralta by reason of a Spanish grant made to her ancestor by King Ferdinand VI of Spain.

To gain access to fifteenth century archives for purposes of forgery, he pretends to become a monk at a monastery where the records are kept, fleeing when he has achieved his end. Earlier he has carved a title claim on a desert rock, has taken over the care of a foundling who is taught that she is Baroness Peralta, and supplied a remote cemetery with the necessary graves of fictitious ancestors. In 1872 he marries her and, as the Baron of Arizona, presents his claim to the territory. The U. S. Government is deceived and offers him \$25,000,000 for his holdings, which he rejects, but a Government historical records expert finally proves his documents forgeries and he confesses his fraud, spending six years in jail but rejoining his still faithful wife on release.

The production is on an expansive scale, and the large cast is composed of able players. An introductory "Thirty Years Later" sequence that tells too much mitigated against suspense in the previewed print and reportedly will be eliminated.

Previewed at Academy Awards theatre. Reviewer's Rating: Good.—WILLIAM R. WEAVER.

Release date, not set. Running time, 93 minutes PCA No. 14353. General audience classification. Reavis Vincent Price Sofia Ellen Drew Beulah Bondi, Vladimir Sokoloff, Reed Hadley, Robert Barratt, Robin Short

Film Reviewing Course Launched in New York

A course of six weekly lectures dealing with the technique of reviewing films was begun this week at the 55th Street Playhouse in New York. Those attending the lectures are representatives from 11 national organizations. Marjorie G. Dawson, coordinator of the Motion Picture Association of America's Preview Services will conduct the first three sessions. One of the main purposes of the lectures is to "encourage patronage of fine films by those who are not habitual moviegoers," the MPAA said.

Acquires Boston Franchise

Edward Ruff, district manager for the Motion Picture Sales Corporation of Boston, has acquired the New England franchise rights to all of the company's present and forthcoming product from Neil Agnew and Charles L. Casanave, president and vice-president, respectively, of Motion Picture Sales Corporation.

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of Kentucky'
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attraction...
anywhere!"

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3 Honored at Brotherhood Luncheon

An estimated 1,000 members of the motion picture industry gathered at the Waldorf-Astoria Hotel in New York last week to pay tribute to three men for their efforts on behalf of building inter-racial goodwill. The men were Barney Balaban, president of Paramount; George Murphy, screen star and Screen Actors' Guild vice-president, and Maxwell Anderson, playwright.

The luncheon was sponsored by the National Conference of Christians and Jews whose planning is now in high gear for the launching of Brotherhood Week February 19-26, in which the film industry is an active participant. For the past few weeks and until the project opens, exhibitors throughout the country have been receiving instructions on how to promote Brotherhood Week. Special newsreels have been prepared and a membership campaign, calling for each exhibitor to bring in 10 new members to the Conference at \$1 per member, has been arranged.

The "Brotherhood Award" is presented annually. John L. Sullivan, Navy Secretary, presented the plaque to Mr. Balaban and cited the "educational impact" of films and the stage. He paid tribute to Mr. Balaban's civic and philanthropic work. Mr. Balaban, in reply, praised the Conference for its contributions in the "field of human relations." J. Robert Rubin, Loew's vice-president and general chairman of the Conference's amusement division, made the presentation to Mr. Anderson, citing his "high sense of public responsibility." Madeleine Carroll, the screen star, and New York chairman for Brotherhood Week, presented the award to Mr. Murphy.

Ted R. Gamble, national chairman of the Brotherhood Week committee for the film industry, praised the work of the various industry committees. Louis Nizer, industry attorney, presided.

Theatre Parking Lot Bill Again Coming Up in N. Y.

Legislation requiring parking lots for new theatres, auditoriums and other public meeting places in the cities of New York state has been reintroduced by Senator Thomas C. Desmond in the state legislature at Albany. The measure, which would require 200 square feet for each 10 persons, has twice previously passed the Senate but failed to get an Assembly vote. Churches would be exempted.

Levey to Handle "Fabiola"

Jules Levey has acquired the distribution rights of "Fabiola" for the United States, Britain, Australia and New Zealand. The picture, which features Michele Morgan and Michel Simon, has just completed a 16-week run in Montreal.

BROTHERHOOD WEEK AIMS EMPHASIZED

Following are the six objectives of Brotherhood Week:

1. Ten memberships per theatre in the National Conference of Christians and Jews at \$1 per membership.
2. Special brotherhood observances in theatres.
3. Wide promotion of this cause through special display material.
4. Greatest use of special newsreel clips.
5. Brotherhood "chapters" formed with the theatres the focal point.
6. "Brotherhood Week" to be made a community event in the finest sense.

Union Talks Deadlocked

Negotiations between the projectionists' union, IATSE's Local 306, and major circuits in New York City were deadlocked this week when the companies claimed downward wage reclassifications were necessary as a result of competitive bidding and divorcement as ordered by the courts.

According to Herman Gelber, Local 306 president, the breakdown came last weekend when the negotiators for the management insisted that pay must be cut. "This attempt to cut wages," he said, has placed the union in a "life and death fight." He added that the representatives for Loew's, RKO and Warner had made a "phony claim" of being forced to reduce salaries because of the anti-trust litigation and consequent decrees.

Negotiations between the union and management had been going on since September and had concentrated, until now, on the question of the companies' contributions to the union's pension fund. That issue, however, has now been more or less sidestepped in view of the strike threat that has arisen because of the wage dispute. The union has also made a bid for shorter working hours which has not yet been decided.

Mr. Gelber said that the local's membership of several hundred is prepared to form picket lines immediately, but any strike authorization would have to come from Richard Walsh, president of the IATSE.

Hunt Interests Acquire Two Theatres in Ohio

The partnership of Herman H. Hunt and Pearl Hunt in Cincinnati has purchased the Uptown, a subsequent run house at Columbus, O., and the McCook at Dayton. These theatres have been operated by the Jackson-Murphy Theatres and will pass to the new owners February 12. Hunt Theatres also has control of five subsequent run houses in Cincinnati and first runs in Ripley, O., and Wichita, Kan.

Unions Split On Views of Plant Report

by PETER BURNUP
in London

Two of the three motion picture trades unions have submitted their observations on the Plant Committee Report to Harold Wilson, President of the Board of Trade. Their criticisms indicate a wide divergence of views between the two unions.

Tom O'Brien, general secretary of the National Association of Theatrical & Kine Employees, told the Board of Trade that his union was against the Plant recommendation for the creation of an independent control committee, but the Communist-controlled Electrical Trades Union advocates nationalization of the industry.

Says the E.T.U.: "As British private enterprise has not come forward on a scale adequate to run the cinema and keep production units working at full strength, the State itself should acquire the properties and run them. The first and main thing that must be done is to amend those Anglo-American agreements which are a firm barrier to any steps being taken for the salvation of British films."

"For private enterprise to control this medium of mass communication, exercising as it does such a potent influence on the adolescent mind of this country, is to abandon the youth of this country to an ever increasing diet of American films."

British Critic Loses Last Metro Action Appeal

London Bureau

The House of Lords, Britain's highest legal tribunal, this week dismissed an appeal from an earlier decision by the Court of Appeals by Miss E. Arnot Robertson, an author and critic, following her suit against MGM for libel and slander.

The case dates back to 1946 when MGM informed the British Broadcasting Corporation that Miss Robertson would be barred from further previews of Metro films following her negative review of "The Green Years" over the British radio. Miss Robertson originally won an award of £1,500 in damages when a jury found that the film company had been actuated by malice when it barred the critic.

The decision was later reversed by the Court of Appeals which found that there had been no trace of malice in the studio's letter to the BBC. Miss Robertson then took the case to the House of Lords. It is estimated that the suit has cost her some £13,000.

New Theatre Planned

Sherman Enterprises plans a 700-seat, \$100,000 theatre on the Rozzell Ferry Road at Charlotte, N. C. Herbert, Harold and Arthur Sherman will move from Jacksonville, Fla., to operate the house.

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We're gunnin' for your **ACTION** trade
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ACTION adventure pictures

starring

JIMMY "Shamrock" ELLISON
RUSS "Lucky" HAYDEN

with **FUZZY KNIGHT** and **RAYMOND HATTON**
and **GEORGE LEWIS • TOM TYLER • BETTY ADAMS**

- | | |
|-------------------------------|-----------------------------|
| ① <i>HOSTILE COUNTRY</i> | ④ <i>COLORADO RANGER</i> |
| ② <i>CROOKED RIVER</i> | ⑤ <i>WEST of the BRAZOS</i> |
| ③ <i>Marshal of Helderado</i> | ⑥ <i>FAST ON THE DRAW</i> |

Produced by Ron Ormond • Directed by Thomas Carr

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Lippert Sees Television a Real Threat

Television was seen as a very real threat to the motion picture industry last week by Robert L. Lippert, head of Lippert Productions and operator of a California-Oregon circuit of 64 theatres. Unless the industry takes a different approach to video, the consequences could be disastrous for the film business, he thought.

Speaking to the press in New York, Mr. Lippert charged film industry leaders were playing down television despite the fact that in Los Angeles, where there are more television sets percentage-wise than in any other U. S. city, "neighborhood theatre business is off 40 per cent and first run business is the worst in the country." That situation can be traced directly to television competition, he declared.

Mr. Lippert termed "vastly over-rated" the experiments carried on with theatre television which, he said, could not compete with home television. However, he thought it a good idea for theatres to be equipped with television projection apparatus to supplement the regular screen fare with occasional special events.

Lippert Productions, he said, showed a profit of \$200,000 before taxes during the past 11 months. He has slated a \$100,000 advertising campaign for his next picture, "Baron of Arizona."

Last week in Buffalo Mr. Lippert, who has turned out 40 pictures since entering the business a year and a half ago, said he would continue to grind out B films which are "our bread and butter." One of these, "Western Pacific Agent," was filmed in just six days recently, he disclosed. Careful planning and advance rehearsals made this possible, he said. Next summer he will produce Jules Verne's "20,000 Leagues Under the Sea," in Technicolor, starring Reed Hadley, a native of Buffalo.

Speaking in defense of "B" pictures and double bills, Mr. Lippert said that "audiences feel cheated unless you give them a double bill" and that "in small southern, western and midwestern towns audiences would rather sit and watch one of our little B's rather than most A's."

Stench Bombs Continue To Harass Theatres

Theatres in New York, including the deluxe Roxy on Broadway, this week were the targets of more stench bombs that have been harassing the film houses in the district. The wave of stench bombing began during the Christmas season. Last Friday, the Roxy theatre was the victim; later the Capitol on Broadway was affected; last week the RKO Albee in Brooklyn was struck. Only a small portion of the audiences in any of the theatres asked for refunds. Detectives are investigating.

IN NEWSREELS

MOVIETONE NEWS—Vol. 33, No. 11—Missouri afloat again. General MacArthur serenaded on 70th birthday. March of Dimes fashion show. Night ski jump. Sand sailing. Bobsledding. Beach frolic. California Congressman asks end of theatre admission tax.

MOVIETONE NEWS—Vol. 33, No. 12—Historic ceremony as India becomes republic. British marquess weds U. S. woman. Colleen Townsend turns from a film career to religion. Notables hailed for furthering Brotherhood cause. U. S. ski troops train. Wind tunnel hi-jinx. Baseball. Ski jumping. Rodeo.

NEWS OF THE DAY—Vol. 21, No. 245—Truman backed by committee on H-bomb. "Mighty Mo" is free at last. Fashions on parade. Admission tax repeal urged by Rep. Cecil King. Ski jumping. Gen. MacArthur hailed on 70th birthday.

NEWS OF THE DAY—Vol. 21, No. 246—Canada: Huge snowslides. Truman takes action on coal tieup. International wedding bells. World Series ski jump. \$100,000 baseball rookie. Boxing. Rodeo. Film world honors leaders in Brotherhood.

PARAMOUNT NEWS—No. 48—Missouri afloat again. Theatre admission tax repeal discussed in Washington. Paris fashions. Japanese children serenade General MacArthur on his birthday. H-bomb.

PARAMOUNT NEWS—No. 49—Coal strike showdown. Science and fun in wind tunnel. Philip Jessup. Milford Haven wedding. Olivia de Havilland receives Film Critics' Award. \$100,000 baseball rookie. Ski jumping. Rodeo. U. S. chiefs of staff in Tokyo.

TELENEWS DIGEST—Vol. 4, No. 5-B—"Big Mo" freed. H-bomb approved. Japan: Reds walk out again. Israel floods. Hurricane in Trieste. Florida: Miami resident digs for treasure.

TELENEWS DIGEST—Vol. 4, No. 6-A—Coal crisis. England: Election campaign. China: Red victory parade. Milford Haven wedding. Washington: War-time chief of atomic bomb project testifies. Berlin: "Little Blockade" renewed by Soviet. France: Communist protest arrival of American destroyer. Japan: U. S. Consul-General recalled from Communist-China post. Washington: High school students from Asia visit the capital. Antique necklace. Rome: It's a boy for Ingrid Bergman.

UNIVERSAL NEWS—Vol. 23, No. 323—"Big Mo" freed. March of Dimes fashion show. Jap P.O.W.'s come home. Japs hail MacArthur. Movie tax situation. Spanish billiard champ. Night ski-jump.

UNIVERSAL NEWS—Vol. 23, No. 324—Ski troops drill. Snowslides halt train. Wind tunnel tests. Washington: Milford Haven wedding. Holland enjoys real winter. \$100,000 baseball rookie. Lake Placid: Skiing.

WARNER PATHE NEWS—Vol. 21, No. 50—Flying Arrow arrives in Japan. Prisoners return from Russia to Japan. MacArthur is 70. "Mighty Mo" freed. H-bomb. Lewis meets coal owners. Admission tax repeal urged. Skiing. Golf.

WARNER PATHE NEWS—Vol. 21, No. 51—Ski troops. Brotherhood luncheon. Milford Haven wedding. Dr. Jessup. India installs first president. Fashions. Rodeo. \$100,000 baseball rookie. Germany: Ski jumping. Great American Churches: St. Patrick's Cathedral.

London Disturbances Bring "Sword" Ban

The London County Council has banned further screening of Universal's "Sword in the Desert," a film dealing with Jewish opposition to the British administration in Palestine, which has caused disturbances. Last week, during the first showing of the film in London, smoke bombs were thrown into the theatre.

British Newsreels to Show Various Election Issues

With Parliament dissolved, and the British election coming up February 23, the British Newsreel Association has arranged to present the platforms of the three main political parties in three successive issues of the five newsreels. Exhibitors, meanwhile, have not yet decided what to do about the political content of the reels. W. R. Fuller of the Cinematograph Exhibitors Association has stated that a theatre operator who allows the orations of all candidates to be shown runs the risk of offending a majority of his audience who may favor a particular party. Editing of the newsreels is said to be the solution most exhibitors will use in this predicament.

Lawrence in Goldwyn Post

J. B. L. (Jock) Lawrence this week was named vice-president in charge of public relations, publicity and advertising for Samuel Goldwyn Productions.



J. B. L. Lawrence

His appointment follows the resignation of Lynn Farnol as publicity and advertising director of the Goldwyn Organization in New York. Mr. Lawrence has been publicity and advertising chief, as well as a member of the J. Arthur Rank Organization's board of

directors in the United States. It was announced that he would serve Rank in an advisory capacity, and retain his directorship with the Rank organization.

Mr. Lawrence was associated with Mr. Goldwyn from 1933 to 1939 at which time he left to become executive secretary of the Publicity Directors Committee in Hollywood of the Association of Motion Picture Producers. During the war he served as a colonel in various public relations capacities with the British and U. S. forces, taking his post with Rank in 1945.

Mr. Farnol's association with Mr. Goldwyn has covered a period of 22 years. During this time he also was director of advertising and publicity for United Artists, and worked for the Donahue and Coe Agency handling Radio City Music Hall and other Rockefeller Center accounts.

Handel Writes Book On Audience Research

Publication of a book called "Film Audience Research," written by Dr. Leo A. Handel, was announced last week by Wilbur Schramm, director of the University of Illinois Press in Urbana. Dr. Handel is director of audience research for MGM. His book describes the various research techniques employed by the motion picture industry and represents the first comprehensive report on the activities in this specialized field. June, 1950, is the tentative publication date for the book.

National Board Issues New Film Review

A new monthly magazine published by the National Board of Review of Motion Pictures, *Films in Review*, was issued this week in New York. The pocket size periodical sells for 35 cents and claims it is "unique in that it is neither a trade, fan nor aesthetes' magazine." The first issue contains articles by William Wyler, William Wellman, John Huston; the best films of 1949; and articles and book reviews by Terry Ramsaye, Quincy Howe and others.

Ed Schnitzer Dies at 56

Edward M. Schnitzer, 56, one of the best known distribution executives in the film industry, and eastern and Canadian sales manager for United Artists, died suddenly February 2. His death was caused by a heart attack which he suffered aboard a train in Grand Central Station in New York as he was leaving for a vacation. With him was Vitalis L. Chalif, member of the board of directors of UA.

Mr. Schnitzer was born in Poland, coming to New York while still a boy. He was active in other businesses until 1922, when he joined the film industry as an associate of Samuel Seidler. A year later, he became associated with Commonwealth Pictures Corp., then he went with Producers Distributing Corp., where he stayed a year. In 1924 he joined Fox and in 1932 left that company to become New York sales manager for World Wide, in which post he was continued when Fox took over distribution. He later worked in executive positions for Columbia, Republic and Warner, joining United Artists in 1942.

Mr. Schnitzer was eastern district manager and western division sales manager until 1946, when he was named to the position he held at the time of his death. He was a member of Motion Picture Pioneers and was active in many charitable drives sup-

ported by the industry. During the war he was assistant chairman of the Distributors Division of the War Activities Committee of the industry.

His widow, a son and daughter, a brother, four sisters and four grandchildren survive.

Sid Fields, 45, Was Noted British Comedian

Sid Fields, 45, prominent British stage and screen comedian, died February 3 of a heart attack at his home in Richmond, Surrey. Mr. Fields was appearing in the road tour of "Harvey" and played as usual the night before he was stricken. Mr. Fields started his career at an early age and by the time he was 11 was being paid for his work. He was born in humble circumstances but became an international favorite as reports of his work spread. His U.S. appearances

Joseph H. Snellenberg, 67; Atlantic City Pioneer

Joseph H. Snellenberg, 67, a pioneer exhibitor in Atlantic City, N. J., died in Miami, Fla., January 30 following a long illness. He was the original owner and builder of the Virginia theatre, which he sold to the Stanley Company, for whom he became general manager of the area. In this capacity he supervised the Virginia, Globe, Stanley and Colonial theatre. Mr. Snellenberg held the same post with Warner Bros., when that company took over the Stanley interests. He returned in 1931. His widow

Children's Admission Up, Adults' Reported Down

A sharp rise in admission prices for children with a corresponding downward trend for adult theatre prices in large cities during the last three months was reported this week by the Bureau of Labor Statistics in Washington. Adult prices fell from the 74.3 per cent above the 1935-39 figure at the end of September to 72.2 per cent at the end of December. Children's prices, however, climbed from 57 per cent to 63.7 per cent during the same period. Together, the adult-children prices showed a slight drop for the September-December period from 71.9 per cent to 71 per cent.

A. M. Goodman

A. M. Goodman, United Artists city salesman, died at his home in Cleveland February 3 of a heart attack. Services and interment were in Detroit, Mr. Goodman's home town. He is survived by his wife, a brother and two sisters.

Sam Weinberg

Sam Weinberg, 38, theatre operator in Louisville, Ky., for the past 15 years, died there February 3. He owned and operated the Crescent and Shelmar theatres here and recently acquired another house at Muncie, Ind. He served in the Army during World War II. Two sisters and two brothers survive.

COLUMBIA PICTURES ANNOUNCES THAT PRINTS OF THE FOLLOWING PICTURES ARE NOW AVAILABLE IN OUR EXCHANGES FOR SCREENING

WILLIAM HOLDEN • COLEEN GRAY

in FATHER IS A BACHELOR

with MARY JANE SAUNDERS • CHARLES WINNINGER

STUART ERWIN • CLINTON SUNDBERG

Screen Play by Aileen Leslie and James Edward Grant

Directed by NORMAN FOSTER and ABBY BERLIN

AN S. SYLVAN SIMON PRODUCTION

JOHNNY WEISSMULLER

as JUNGLE JIM in

MARK OF THE GORILLA

with Trudy Marshall • Suzanne Dalbert • Onslow Stevens

Written for the Screen by Carroll Young

Based upon the famous King Features Syndicate newspaper feature

Directed by WILLIAM BERKE • Produced by SAM KATZMAN

GIRLS' SCHOOL

starring JOYCE REYNOLDS with

Ross Ford • Laura Elliot • Julia Dean • Thurston Hall

Screen Play by Brenda Weisberg • Story by Jack Henley

Directed by LEW LANDERS • Produced by WALLACE MacDONALD

in CINECOLOR

RANDOLPH SCOTT in

THE NEVADAN with

DOROTHY MALONE • FORREST TUCKER • FRANK FAYLEN

GEORGE MACREADY

Charles Kemper • Jeff Corey • Tom Powers • Jack O'Mahoney

Story and Screen Play by George W. George and George F. Slavin

A SCOTT-BROWN PRODUCTION

Directed by GORDON DOUGLAS • Produced by HARRY JOE BROWN

GENE AUTRY

and CHAMPION in

MULE TRAIN

with Sheila Ryan • Robert Livingston • Vince Barnett

and PAT BUTTRAM

Screen Play by Gerald Geraghty • A GENE AUTRY PRODUCTION

Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER

Charles STARRETT • Smiley BURNETTE in

TRAIL OF THE RUSTLERS

with Gail Davis • Tommy Ivo • Eddie Cleto and His Roundup Boys

Written by Victor Arthur

Directed by RAY NAZARRO • Produced by COLBERT CLARK

RECORD PROFIT IN AUSTRALIA

by FRANK O'CONNELL
in Sydney

Hoyts Enterprises for the year ending June 30, 1949, reported a record profit of \$650,000.

The figure topped last year's record high by more than \$23,000 and is ascribed partly to the greatly expanded business of Concessionaires Pty. Ltd., a Hoyts subsidiary devoted to the vending of confectionaries.

Gross revenue from Hoyts and subsidiaries was \$9,808,887, which included \$9,728,442 from theatre operations. Dividends remained steady at seven per cent on "A" preferred stock and six per cent on the "B" stock. The director's report cited as a reason for the increase in gross revenue the fact that the Melbourne Regent had been operating for the whole year as against only 27 weeks the preceding year.

The problem of how to promote greater attendance is getting attention here. The heads of the distribution and circuit organizations now have passed the public relations ball to the publicity boys, who have already held two meetings. So far nothing concrete has been done and a wait-and-see attitude has been adopted. Opinions are divided on how best to attack the problem. Some are for a campaign in the local press, while others feel this would be a waste of money since those who go to the movies don't need it and those who don't go won't be impressed.

A film was shown for the first time on the floor of a House of Parliament in this country when Universal - International screened its "Sons of Matthew," released in the U. S. as "The Rugged O'Riordans," before politicians at the Queensland State Parliament House. The screening was a gesture by Universal to the Government of Queensland, which voted produced Chauvel \$11,000 to help make the film and which helped in building roads. The showing was organized by Bill Tinkler, executive of Greater Union Theatres.

FRANCE

by CHARLES FORD
in Paris

Despite all the difficulties encountered by French producers, national film output this year reached 102 units. This is the highest figure since the liberation and compares favorably to the pre-war period when French production turned out about 120 pictures a year.

As a result of the decision on the part of the Motion Picture Association of America to participate in a limited number of film festivals this year, the Committee for the

Cannes Festival Organization has decided not to organize any festival for 1950. On the other hand, the Congress of the International Federation of Film Producers will meet at the Palais de Festivals in Cannes in the spring of this year.

GERMANY

by HUBERTUS zu LOEWENSTEIN
in Berlin

The German-Italian trade treaty has now been supplemented by an agreement releasing controls on mutual motion picture exports and imports. Earnings as well as payments for copy, dubbing material, services will be transferrable via a clearing account. If a total in excess of \$250,000 should develop in favor of one country or the other, both will consult and endeavor to restore the balance.

The Association of Austrian Motion Picture Industry has not renewed the German-Austrian film exchange agreement which expired December 31. The general provisions of the trade treaty between the two countries will then be in force, providing a large measure of free trade between them.

A new company has been founded in the British zone to produce a German weekly newsreel. It will run under the heading "Die Neue Deutsche Wochenschau" (The New German Newsreel). Agreements have been concluded with a number of foreign newsreel productions for exchange of material. Schorcht Film Distributor in Wiesbaden, U. S. zone, will handle distribution.

On November 23, the German Council of Voluntary Censorship, operating since July 15, passed its 500th picture. It has banned three out of this total. One was the 1935 German production "Stradivari" for eulogizing war; the second was the Austrian "The Mole" for offending in some scenes the natural feeling of modesty, and the third was the British Korda production, "Four Feathers," which was thought likely to promote militaristic and imperialistic tendencies. Korda has appealed the decision. The Council has jurisdiction for the whole of western Germany and for West Berlin.

NORWAY

by LARS-ERIC SVENSSON
in Oslo

American films are still the most popular in Norway judging by the list of pictures shown here during 1949. No less than 60 to 70 per cent of all productions shown in Norway come from Hollywood. The only really strong competition to them comes from Danish pictures, but only a few of those are produced annually and so few are

exhibited. Studying the list of films of Oslo's nine leading first-run houses during the first week in December, for instance, shows no less than five of them playing American product. Three British and one French film offered competition to the Americans.

The Norwegian public still is waiting to see Metro's "Gone with the Wind," but chances that it will be exhibited here in the near future appear slim. Norwegian regulations forbid any percentage deals surpassing 30 per cent and the producers of this much-vaunted production refuse to accept these terms.

Norwegian production, which has been very slack after the war, is starting up again. The last domestically-produced film, "Love to the Death" which was produced by Norsk Films, has been an outstanding success and has been requested in many of the other Scandinavian countries. There is little likelihood, however, that the film will be shown in the U. S., where the censors will probably find the love scenes unacceptable. Another picture recently completed is called "Street Boys," and it has a social theme.

ISRAEL

by ALBERT D. MATALON
in Tel Aviv

Of a total of 399 films examined by the Israeli Censorship Board during 1949, only six were found unfit for public showing and these mainly because they contained scenes of murder and violence. These facts were given out recently by Y. Klinov, head of the press and cinema division of the Ministry of the Interior.

Israel has been invited to eight film festivals in Europe during 1950. Israeli productions competed in a number of festivals during 1949 and won prizes.

The Secretariat of the Arab League has submitted to the Arab States a list of 100 Hollywood and British films, produced, directed or starred-in by Jews. A request to prohibit exhibition of these pictures accompanied the list, according to a newspaper report.

A gift of a few films on the history of France has been delivered to the educational department of the Israeli Ministry of the Interior by Guyaut Felix, French Ambassador to Israel. The gift also includes some subjects on child education which will be shown in Israel schools.

Agnew Gets "Thief of Venice"

The Motion Picture Sales Corp., headed by Neil Agnew and Charles L. Casanave, have announced that the company has obtained distribution rights for "The Thief of Venice," produced by Nat Wachsburger. The picture, now in production, stars Maria Montez.

"What the Picture did for me"

Columbia

ALL THE KING'S MEN: Broderick Crawford, Joanne Dru—Here is a picture that really packs a wallop! Lack of big names may give it a slow opening but word-of-mouth should put it way in the black. It's one of the few "critic's" pictures that seems to please all the patrons as well. Crawford's performance is one that will have everybody talking and it is equalled by that of Mercedes McCambridge, a newcomer who had the whole town talking. Many of the scenes were filmed locally, giving added impetus to our particular situation, but it should hold its own in any man's town. Played Sunday, Monday, Tuesday, Wednesday, January 15-18.—William Hayden, Vacaville Theatre, Vacaville, Cal.

INVADERS, THE: Laurence Olivier—Doubled with "Variety Time," a pleasing whatnot, for the lower half of a double bill from RKO. "The Invaders" is somewhat draggy in parts and not an outstanding picture worth releasing. Columbia would have been better off keeping these in the can. The advertising that National Screen has sent me on all of these Columbia re-releases is terrible. I told them so. So what—nothing. Maybe that is why they have nearly all collapsed at the box office. Played Wednesday, Thursday, January 18, 19.—Melvin M. Edel, State Theatre, Centralia, Ill.

LADIES OF THE CHORUS: Adele Jergens—This is a pretty good picture; better than I thought. Favorable comments. Business better than average. Played Tuesday, January 10.—O. Fomby, Paula Theatre, Homer, La.

TELL IT TO THE JUDGE: Rosalind Russell, Robert Cummings—Somehow or other my customers—the factory worker, truck driver and milkman—don't go for this type of comedy. Silly and slapstick. Maybe it's the wealthy background of the plot that sickens them. The producer believes that the common people—one who sleeps on a \$24.50 bed and eats off a \$99.50 kitchen table, must have as his movie story background wealth and glorified grandeur in dress and home fittings. I sincerely believe that it is not the cure-all, but a right step would be a swing toward the some simple things in life. In "My Friend Irma" no one slept in the \$1,050.50 bed. Maybe the subconscious mind of the average man appreciated all this simplicity of life. Once in a while he likes to see someone a bit worse off than he is. Then his mind is open for the comedy relief of the picture. I would appreciate a little comment from other exhibitors on this same cycle of thought, or am I all alone?—Phil Schwartz, Parkway Theatre, Bridgeport, Conn.

Crown

FISHERMAN'S WHARF: Bobby Breen, Leo Carrillo—A swell family show with a touch of the Italian accent added. It pleased the few who attended, which is difficult when a feature has a foreign background. Has some wonderful Italian music and plenty of laughs. Played Tuesday, Wednesday, January 10, 11.—Ralph Raspa, State Theatre, Rivesville, W. Va.

SPOOKS RUN WILD: East Side Kids, Dave O'Brien—This brought out the laughs. Business below average. Should be double billed. Played Tuesday, Wednesday, January 10, 11.—Ralph Raspa, State Theatre, Rivesville, W. Va.

Eagle Lion

MARK OF THE LASH: Lash La Rue, Fuzzy St. John—This Western must have pleased, for I received many compliments. Business was average. I can truthfully say I've been offering my public better pictures lately. Played Friday, Saturday, January 20, 21.—Ralph Raspa, State Theatre, Rivesville, W. Va.

TULSA: Susan Hayward, Robert Preston—Plenty of action, romance and color. Will please any audience. Played Sunday, Monday.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn.

... the original exhibitors' reports department, established October 14, 1916. In it theatremen serve one another with information about the box office performance of product—providing a service of the exhibitor for the exhibitor. ADDRESS REPORTS: What the Picture Did for Me, Motion Picture Herald, Rockefeller Center, New York 20.

ZAMBA: Jon Hall, June Vincent—This entertaining actioner kept business up to average. Swell jungle show for both children and adults. Played Friday, Saturday, January 20, 21.—Ralph Raspa, State Theatre, Rivesville, W. Va.

Metro-Goldwyn-Mayer

ADAM'S RIB: Spencer Tracy, Katharine Hepburn—I didn't think it was a small town picture, but it did as well at the box office as "She Wore a Yellow Ribbon," which was a pleasant surprise to all concerned. It's a clever, brittle comedy that depends on fast dialogue and the double-entendre for laughs. Tracy and Hepburn are fine, but the real punch of the show is provided by newcomers Judy Holliday and David Wayne. It was a pleasure to hear the coin jingle at the box office and a house full of satisfied customers laughing their heads off. Played Sunday, Monday, January 22, 23.—William Hayden, Vacaville Theatre, Vacaville, Cal.

ADAM'S RIB: Spencer Tracy, Katharine Hepburn—This Hepburn has been slow poison to my box office for fifteen years. I just cannot make a dime on any picture she plays in. I had good comments, but that's all.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn.

RED MENACE, THE: Robert Rockwell, Hanne Axman—No doubt about it, everyone should see it, but that doesn't help at the box office. We didn't make film rental, believe it or not. Played Thursday, Friday, January 5, 6.—Mrs. Denzil Hildebrand, Algerian Theatre, Risco, Mo.

SOUTHERN YANKEE, A: Red Skelton, Brian Donlevy—We expected to do better than we did with this picture, although we did above average. Maybe we expected too much. Played Monday, Tuesday, Wednesday, January 9-11.—Harland Rankin, Plaza Theatre, Tilbury, Ontario, Canada.

STRATTON STORY, THE: James Stewart, June Allyson—One of the finest human interest, all-around movies in ages. We did badly with "The Babe Ruth Story," so we were afraid of this one, but it gave us "June in January" business! No trailer received on the picture, but word-of-mouth did the trick. Business excellent, comments wonderful. Everyone pleased here. Played Sunday, Monday, January 8, 9.—Ken Christianson, Roxy Theatre, Washburn, N. Dakota.

RKO Radio

CLAY PIGEON: Bill Williams, Barbara Hale—Strictly a programmer with a few good moments of suspense. Doubled with "Oh, You Beautiful Doll." It got by on a midweek date. Played Thursday, Friday, January 19, 20.—William Hayden, Vacaville Theatre, Vacaville, Cal.

EVERY GIRL SHOULD BE MARRIED: Cary Grant, Betsy Drake—Cary Grant is his usual self in this, and Betsy Drake is thoroughly exasperating. She acts as though she had just completed a course in enunciation. It's good comedy, though. Played Sunday, December 18.—L. F. Adams, Tapline Theatre, Ras El Misha'ab, Saudi Arabia.

LAST DAYS OF POMPEII: Robert Preston, Basil Rathbone—Doubled this with "Make Mine Laughs" to below average business. Pictures were swell, and "Pompeii" can be singled easily. Has a thrilling climax. The trailer was a little different. I really expected to do much better. Played Friday, Saturday, January 8, 9.—Ralph Raspa, State Theatre, Rivesville, W. Va.

MAKE MINE LAUGHS: Gil Lamb, Ray Bolger—Swell way to pass an hour. Plenty of stars and entertainment. Be sure to use the trailer. I'm fighting the coal strike, so I didn't even do average business. Played Sunday, Monday, January 8, 9.—Ralph Raspa, State Theatre, Rivesville, W. Va.

ROSEANNA MCCOY: Joan Evans, Farley Granger—A little rough but that's the way they like them. Plenty of gunfire in this one. Played Sunday, Monday, December 25, 26.—Mrs. Denzil Hildebrand, Algerian Theatre, Risco, Mo.

SAVAGE SPLENDOR: Denis-Cotlow Expedition—Was not worth it! Personally, we liked it, but we have to eat. Color beautiful, musical score good, and commentary excellent. What happened, RKO? Played Saturday, January 14.—Ken Christianson, Roxy Theatre, Washburn, N. Dakota.

Screen Guild

GIVE OUT, SISTERS: Dan Dailey, Donald O'Connor—What a picture: music, comedy and plenty of stars. Business was average and the audience was well pleased. Played Friday, Saturday, January 6, 7.—Ralph Raspa, State Theatre, Rivesville, W. Va.

LONG VOYAGE HOME: John Wayne, Barry Fitzgerald—If the miners were working, I'd venture to say this show would have taken in three times as much as it did. Tough Navy story with a good cast. Played Tuesday, Wednesday, January 17, 18.—Ralph Raspa, State Theatre, Rivesville, W. Va.

TRIGGER TRAIL: Rod Cameron, Fuzzy Knight—Business average. This was the usual Western with plenty of action, music and comedy. Has Rod Cameron, too. Played Friday, Saturday, January 13, 14.—Ralph Raspa, State Theatre, Rivesville, W. Va.

Selznick

MR. BLANDINGS BUILDS HIS DREAM HOUSE: Cary Grant, Myrna Loy—A good picture all the family will enjoy. Play it. You won't be disappointed. Played Sunday, Monday, January 1, 2.—Mrs. Denzil Hildebrand, Algerian Theatre, Risco, Mo.

Twentieth Century-Fox

CENTENNIAL SUMMER: Cornel Wilde, Jeanne Crain—We picked up this oldie and received such an old print that it was difficult to make sense out of the dialogue. It has little to recommend it for none of the songs are hits and this is always a drawback in a musical. Played Monday, December 19.—L. F. Adams, Tapline Theatre, Ras El Misha'ab, Saudi Arabia.

OH, YOU BEAUTIFUL DOLL: June Haver, Mark Stevens—It lacks the spark of the other Fox musicals. The picture won't disappoint but it doesn't generate the enthusiasm a musical should. Beautiful color, beautiful girls, good music wasted in mediocre production. Played Thursday, Friday, January 19, 20.—William Hayden, Vacaville Theatre, Vacaville, Cal.

OH, YOU BEAUTIFUL DOLL: June Haver, Mark Stevens—Just a rehash of old material dressed up with the life story of another musical composer. When Sakall leaves home that's the payoff. Held up at the box office. Any fair musical pulls me through. Played

(Continued on following page)

(Continued from preceding page)

Sunday, Monday.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn.

UNFAITHFULLY YOURS: Rex Harrison, Linda Darnell—This one must be seen from the beginning if one is to make any sense out of it, but it's fun to watch after one catches on. Some good music for the music lovers, too. Played Thursday, December 15.—L. F. Adams, Tapline Theatre, Ras El Misha-ab, Saudi Arabia.

DOCTOR AND THE GIRL, THE: Glenn Ford, Charles Coburn—A four-star soap opera. You know what the radio has every morning for the women. They would stretch this material into three years. MGM condenses it into 98 minutes. Pleased the women and men. Good comments. Played Sunday, Monday.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn.

Monogram

BAD BOY: Lloyd Nolan, Jane Wyatt—A very good picture. Business off. No fault of the picture. Played Thursday, Friday, December 29, 30.—Mrs. Denzil Hildebrand, Algerian Theatre, Risco, Mo.

HOLD THAT BABY: Bowery Boys—This one is still better than the last Bowery Boys picture. Thought it was good. Plenty of laughs. Played Tuesday, Wednesday, January 10, 11.—Mrs. Denzil Hildebrand, Algerian Theatre, Risco, Mo.

MISSISSIPPI RHYTHM: Jimmie Davis—Plenty of rhythm. Could be used as a regular Saturday Western. Good little picture. Played Saturday, January 7.—Mrs. Denzil Hildebrand, Algerian Theatre, Risco, Mo.

PANHANDLE: Rod Cameron, Cathy Downs—Picked this up to fill a single Saturday and was very pleased with the results. It will stand up with any upper bracket Western. A good production that satisfied all the action fans. Played Saturday, January 21.—William Hayden, Vacaville Theatre, Vacaville, Cal.

Paramount

GREAT GATSBY, THE: Alan Ladd, Betty Fields—Played it on a double bill as it had already run everywhere around. A good picture but wouldn't expect to see Alan Ladd play in this type of picture. Played Tuesday, Wednesday, December 27, 28.—Mrs. Denzil Hildebrand, Algerian Theatre, Risco, Mo.

HAZARD: Paulette Goddard, Macdonald Carey—Here is a picture suitable for the week end of a double bill. Certainly not able to stand alone. My patrons stayed home and they really didn't miss much. Business poor. Played Friday, Saturday, January 20, 21.—H. A. Corr, Community Theatre, Marwayne, Alberta, Canada.

MANHANDLED: Dorothy Lamour, Dan Duryea—This was a pretty feeble effort at suspense making. My patrons were pretty disgusted with the whole thing. They are not very fond of suspense pictures, anyway, so this one wouldn't help matters very much. Business very poor. Played Friday, Saturday, January 13, 14.—H. A. Corr, Community Theatre, Marwayne, Alberta, Canada.

MY FRIEND IRMA: Marie Wilson, Diana Lynn—Hats off on this one. Zany and O.K., animal crackers and all. This is top comedy. Pleased all but the rummies who slept through the whole picture. I played it Sunday, Monday, January 1, 2.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn.

STREETS OF LAREDO: Mona Freeman, William Holden—We hit a cold wave and blizzard on this one so box office was below normal. Paramount asked top rental, but we don't consider it anywhere near "A" entertainment. One redeeming feature was not to many saw it to get peeved about it. Just fair. Played Sunday, Monday, January 15, 16.—Ken Christianson, Roxy Theatre, Washburn, N. Dakota.

Republic

GRAND CANYON TRAIL: Roy Rogers—One of those Western pictures you like to run. Plenty of action. What they want on Saturday night. Played Saturday, December 24.—Mrs. Denzil Hildebrand, Algerian Theatre, Risco, Mo.

OUT OF THE STORM: Jimmy Lydon, Richard Travis—A swell little programmer that pleased our Saturday patrons. Doubled with "Panhandle" for very satisfactory results. Played Saturday, January 21.—William Hayden, Vacaville Theatre Vacaville, Cal.

United Artists

CHAMPION: Kirk Douglas, Marilyn Maxwell—Not as good a picture as the original story, but full of good performances and some excellent shots of action in the ring. Our audiences liked it. Played Monday, December 12.—L. F. Adams, Tapline Theatre, Ras El Misha'ab, Saudi Arabia.

LITTLE IODINE: Jo Ann Marlow, Lanny Ross—

Short Product in First Run Houses

NEW YORK—Week of Feb. 6

ASTOR: Counterfeit Cat.....Columbia

Feature: Battleground.....MGM

CAPITOL: A Wee Bit of Scotland.....MGM

Sports Oddities.....MGM

Feature: Mrs. Mike.....Columbia

CRITERION: Barnyard Sking.....RKO Radio

Boobs in the Woods.....Warner Bros.

Feature: The Man on the Eiffel Tower.....RKO Radio

GLOBE: Sheepish Wolf.....Warner Bros.

The Great Showman.....Columbia

Feature: Port of New York.....Eagle Lion

MAYFAIR: Bear Feet.....Warner Bros.

Feature: Sands of Iwo Jima.....Republic

PARAMOUNT: The Fly's Last Flight.....Paramount

Start 'Em Young.....Paramount

Young Dr. Sam.....Paramount

Feature: Dear Wife.....Paramount

RIVOLI: Aquatic Health Party.....Paramount

Feature: Samson and Delilah.....Paramount

ROXY: Paint Pot Symphony.....20th Century-Fox

A good little picture for any place. The children loved it. Adults all enjoyed it. Played Friday, December 23.—Mrs. Denzil Hildebrand, Algerian Theatre, Risco, Mo.

RED RIVER: John Wayne, Montgomery Clift—This was another big time Western which didn't do too badly. Had a bad snowstorm which interfered, making us think of the south. Worth playing.—Harland Rankin, Plaza Theatre, Tilbury, Ontario, Canada.

URUBU: A natural, and the customers who came to see this type of picture thought they got more than their money's worth. Well pleased. It's a little corny in spots but holds your interest and gives you a scare or two. Buy it and book it. You'll never regret it in any situation. I'll back up the U.A. salesman on this one. Needless to say, I doubled with a Johnny Mack Brown picture, "Bad Man from Red Butte" (Universal) to best Friday and Saturday business in over a year. Played Friday, Saturday, January 20, 21.—Melvin M. Edel, State Theatre, Centralia, Ill.

Universal

BLUE LAGOON: Jean Simmons, Donald Houston—This is a very simple story of a boy and a yummy yum dish... Jean Simmons. Remember the old Dorothy Lamour sarong pictures? They can all be remade and rebashed with this dainty dish. Pleased all. Played Saturday.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn.

CRISS CROSS: Burt Lancaster, Yvonne DeCarlo—Here is a well-made picture. Suspense, action and heavy drama. Doubled with "I Love Trouble," an old Columbia, good only for a very weak half of a double bill. "Crisis Cross" wasn't heavy enough on the draw, so I lost money again. I knew it when I booked them. Had to get rid of them and needed a weak two-day bill. Maybe, too, they were all here Friday and Saturday to see "Urubu." I would not recommend either of these pictures if you have anything better. Play "Urubu" instead. Played Sunday, Monday, January 22, 23.—Melvin M. Edel, State Theatre, Centralia, Ill.

JOHNNY STOOL PIGEON: Dan Duryea, Howard Duff—This and a Rod Cameron Western made a swell double feature. Business was average despite heavy opposition. Good action show. Played Friday, Saturday, January 13, 14.—Ralph Raspa, State Theatre, Rivesville, W. Va.

ONCE MORE, MY DARLING: Robert Montgomery, Ann Blyth—A waste of good talent. Silly and stupid. No draw even with dishes. Played Tuesday, Wednesday.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn.

SWORD IN THE DESERT: Marta Toren, Stephen McNally—Swell action packed melodrama. Good timely story. Pleased all. Played Thursday, Friday.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn.

YES SIR, THAT'S MY BABY: Donald O'Connor, Gloria DeHaven—This has everything. One you've gotta see, so don't pass this up. Even has one of the best football games you've ever seen. O'Connor is close to Fred Astaire in the tap rhythm. Played Sunday, Monday, January 8, 9.—Mrs. Denzil Hildebrand, Algerian Theatre, Risco, Mo.

Warner Bros

KEY LARGO: Lauren Bacall, Edward Robinson—We kicked it around for a long time. They asked

Lawrence Welk and His Champagne

Orchestra.....20th Century-Fox

Feature: Twelve O'Clock High.....20th Century-Fox

STRAND: So You Want to Throw a Party.....Warner Bros.

Princely India.....Warner Bros.

Home, Sweet Home.....Warner Bros.

Feature: Montana.....Warner Bros.

CHICAGO—Week of Feb. 6

GRAND: Square Dance Tonight.....RKO Radio

Feature: The Outlaw.....RKO Radio

CHICAGO: All the World's Children.....Paramount

Feature: Montana.....Warner Bros.

ROOSEVELT: Running the Keys.....Paramount

Feature: Thelma Jordan.....Paramount

STATE LAKE: Punchy De Leon.....Columbia

Feature: All the King's Men.....Columbia

UNITED ARTISTS: Quack-A-Doodle-Do.....Paramount

Feature: Ambush.....MGM

WOODS: Lionel Hampton and Orchestra.....Universal

Feature: My Foolish Heart.....RKO Radio

top rental plus percentage. We took in enough to pay express charges and preview rental and that was all. Thanks, Warner Brothers, for making us play such "A" product—you got your rental and we got it in the neck. Played Tuesday, Wednesday, January 10, 11.—Ken Christianson, Roxy Theatre, Washburn, N. Dakota.

STORY OF SEABISCUIT: Shirley Temple, Barry Fitzgerald—According to my estimation, this picture is underrated. This is one of the swiftest pictures we have shown in a long time. Perfect cast, perfect performance. Enjoyed by all. Pictures like this will keep 'em coming to the show. Business far above average. Played Saturday, Sunday, Monday, January 14-16.—O. Fomby, Paula Theatre, Homer, La.

STORY OF SEABISCUIT: Shirley Temple, Barry Fitzgerald—Fair horse show in color that did average business. Has a strong cast and should do business elsewhere. Miners here are broke with a capital "B." Played Sunday, Monday, January 15, 16.—Ralph Raspa, State Theatre, Rivesville, W. Va.

TASK FORCE: Gary Cooper, Wayne Morris—Picture was O.K., offering patrons both plenty of love and action. Business was average and, with expenses held to a minimum, I broke even. Played Sunday, Monday, January 22, 23.—Ralph Raspa, State Theatre, Rivesville, W. Va.

Serials

Columbia

CONGO BILL: Have just played the third chapter. I believe this will be a good serial if "Congo Bill" can ever make it to the African Congo, where everything is supposed to take place.—Pat Fleming, Gail Theatre, Round Pond, Ark.

Republic

PERILS OF NYOKA: This was very well liked by our children's matinee crowd. The athletic heroine was a great favorite. There was plenty of action and not too much dialogue, an important essential.—R. Whitehead, Brig Theatre, Filey, Yorks, Eng.

British Film Premieres Here

Noel Coward's "The Astonished Heart," a J. Arthur Rank production released here by Universal-International, will have its world premiere at the Park Avenue theatre in New York February 13. This will mark the first time that a major British production will be shown here before England.

Percentage Suits Filed

Six percentage actions have been filed in the District Court at Salt Lake City, Utah, against Samuel Gillette and the Associated Amusement Company. Separate suits were filed by United Artists, RKO, Universal, Columbia, Warner Bros., and Loew's claiming incorrect reports from eight theatres.

MANAGERS' ROUND TABLE



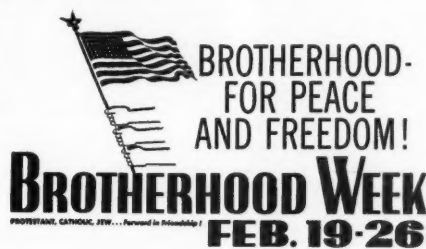
An International Association of Motion Picture Showmen—Walter Brooks, Director

Quigley Awards For Two Special Drives!

IN addition to the special Quigley Award for the best showmanship effort displayed in "Brotherhood Week," which was announced in our January 14 issue, there will also be a similar citation for the best proof of the working manager's effort in the field, to obtain the reduction or repeal of the Government's 20% excise tax on admissions. Now that both drives are in full swing, we urge Round Table members to concentrate on their entries. The "Brotherhood Week" drive will end with the first quarter of 1950, on March 31; the "Tax Reduction" drive will end with the second quarter of 1950, on June 30.

Thus, there is plenty of time for both endeavors to reach completion and be suitably contained in a campaign entered by a contender for the Quigley Awards. "Brotherhood Week" will be over Sunday, February 26, which gives contenders about a month to prepare their entries. Nobody knows exactly when or if the honorable members of the Congress will act, either favorably or otherwise, in the matter of excise taxes, but we will assume that if it doesn't happen prior to June 30, it just won't happen, this or any other year. That's the serious part of it and you'll never know how serious until this drive fails and we suffer the consequences of failure.

We may as well face the facts: This is a last ditch fight against the 20% tax. If we don't win it, or at least gain a reduction now, then the tax will become a permanent fixture, and we will never be free of it again in our times. Mr. Abram F. Myers, of the Allied States Association, deprecates the fact that so few of the Congress express favorable interest, and so many are divided in their ideas, thus proving one thing with practical certainty: There has been no pressure applied to obtain their interest, or change ideas, in favor of repeal or reduction. Without such pressure things go on indefinitely. Taxes move lightly into being, but it takes dramatic force to remove them, if ever. Capitalize the slogan which Joe Boyle, manager of Loew's Poli theatre, Norwich, Conn., first



Now, it is up to you, the time is here and your efforts for "Brotherhood Week" will count next week, through Sunday, Feb. 26th, not only for the Brotherhood of Man, but to the credit of your industry. After all, the final responsibility falls with the man in the field, the manager at the point-of-sale, who holds contact with the public, for motion pictures.

Your national and regional associates have done their part; the pressbook and accessories are in your hands, and with it, the job to be done. We feel impressed with what has been done by our industry, but we always feel gratified to realize that it is you, and you, and you, who really do the work, after the broad, sweeping gestures are dispensed with.

Consider "Brotherhood Week" as an opportunity for you to cement your community relations, to create public relations so needed and necessary for our industry. The proof lies in the fact that it is at your vantage point that we obtain results, that we encounter obstacles and solve problems. Nobody sits back at a headquarters desk and takes credit for battles won by infantry divisions.

brought to our attention: "Let's AX that TAX"—and it takes more than wishful thinking, or merely riding along with the crowd, to accomplish any such result.

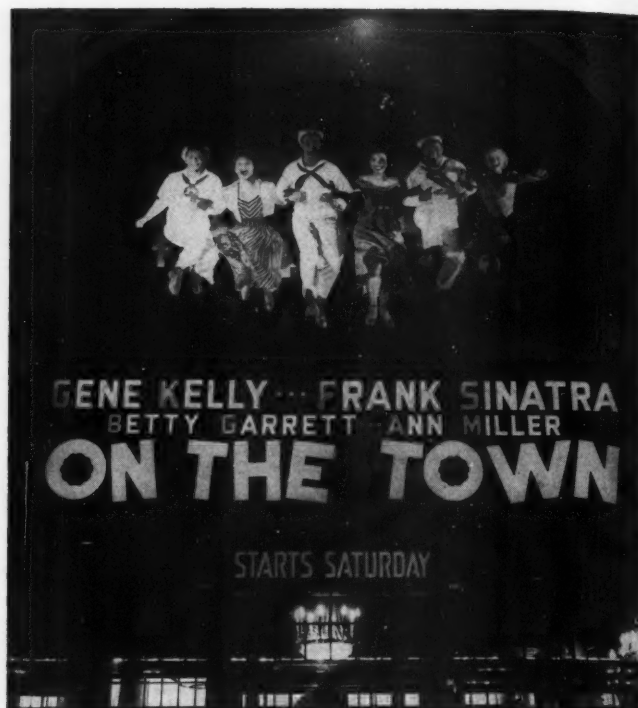
Q In your packet of exploitation material for "Brotherhood Week" you'll find an envelope containing 10 membership cards, and an addressed return envelope, for the enrollment of as many members among your friends, business neighbors, employees and patrons as may be available, in the National Conference of Christians and Jews, at a minimum of one dollar each. Give the new member his membership card, clip his contribution to the white stub, and return it to Ned E. Depinet, Treasurer, 381 Fourth Avenue, New York. We don't know any way in which the accumulative value of "Brotherhood Week" can be made any more effective. If every working manager in America acquired 10 new members each year, there would be no limit to what the National Conference could do, and the sustaining income would be provided in a manner both painless and proficient. It's little enough to ask, and any theatre manager can count on more than ten friends along his own Main Street.

Q For perhaps the first time, there is a picture which is particularly appropriate for "Brotherhood Week"—and that is the Eagle Lion release "Guilty of Treason," with a saturation premiere in upwards of 500 theatres beginning February 8. The very nature of "Guilty of Treason" is in line with the basic policy and procedure of "Brotherhood Week" and the principles of the National Conference of Christians and Jews, whose sponsorship insures this observance as an annual event. Our point is that *brotherhood* is a year-around practice for a great majority of decent Americans, and that "Guilty of Treason" will be playing through the subsequent and sub-subsequent theatres for a long time to come. You can't forget what comes after February 26, when "Brotherhood Week" is over for a year, but *brotherhood* goes on. And the excellent picture, which will satisfy its potential audiences continues playing. —Walter Brooks

Showmen Battle For Exploitation



Rudy Koutnik, manager of the Fox Palace theatre, Milwaukee, one of our favorite Round Table members and Quigley Awards contenders, supplies two pictures on this page; (above) his amusing display of a black cat as a lobby laugh for the midnight show; and, (below) the best exploitation gag of this or any other week for "Battleground"—the unfortunate K. P. peeled potatoes in the lobby during the entire run.



Russell A. Bovim, manager of Loew's State theatre, St. Louis, contrived this effective atmospheric display with a cut-out from a 24-sheet which has the characters leaping in midair.



Abe Ludacer, manager of Loew's Valentine theatre, Toledo, constructed the interesting exhibit above with parachutes bringing down news of coming attractions.



Lou Cohen, manager of Loew's Poli theatre, Hartford, had these eleven lovely girls parading the streets, and every so often stopping traffic to spell out the information given above.

QUIGLEY AWARDS CONTENDERS

JEROME BAKER
Coliseum, New York

GEORGE BERNARD
Carlton, Norwich, Eng.

T. W. BIRD
Empire
Whitley Bay, Eng.

NORMAN BLAIR
Regal
Atherstone, Eng.

HUGH S. BORLAND
Louis, Chicago, Ill.

JOSEPH S. BOYLE
Poli, Norwich, Conn.

WILLIAM BROWN
Poli-Bijou
New Haven, Conn.

W. D. BUTLER
Lyric, Salt Lake City

ROBERT CARNEY
Poli, Waterbury, Conn.

LOU COHEN
Poli, Hartford, Conn.

TIFF COOK
Capitol, Toronto, Can.

BOB COX
Kentucky
Lexington, Ky.

L. H. CRATE
Union, Dunstable, Eng.

TED DAVIDSON
State, Lima, Ohio

CHARLES DOCTOR
Capitol
Vancouver, Can.

MAURICE DRUKER
State
Providence, R. I.

LESLIE A. EDWARDS
Ritz, Billerica, Eng.

BILL ELDER
Penn, Pittsburgh, Pa.

J. W. ELLIS
Coliseum, Burslem, Eng.

F. S. FALKENBERG
Alabama
Birmingham, Ala.

RICHARD FELDMAN
Paramount
Syracuse, N. Y.

DELMAR C. FOX
Fox
Pincher Creek, Can.

HAROLD GROTT
Rialto, Baltimore, Md.

NORRIS HADAWAY
Carolina
Greensboro, N. C.

KENNETH A. HALL
Savoy
Wolverhampton, Eng.

ARTHUR HALLOCK
Paramount
Baltimore, Md.

HANK HAROLD
Palace, Cleveland, O.

BILL HARWELL
Palace, Lorain, Ohio

W. T. HASTINGS
Orpheum, Denver, Col.

JOHN H. HAVENS
New State
Pittsfield, Mass.

W. HENDERSON
Odeon, Lancaster, Eng.

MELVIN KATZ
Hippodrome
Pottstown, Pa.

SIDNEY KLEPER
College
New Haven, Conn.

ARTHUR J. KEENAN
Strand, Lowell, Mass.

G. LEOPOLD
Ritz
Market
Harborough, Eng.

LARRY LEVY
Loew's, Reading, Pa.

ABE LUDACER
Valentine, Toledo, O.

RAY McNAMARA
Allyn, Hartford, Conn.

JOHN MAHON
Strand, Scranton, Pa.

TONY MASELLA
Poli
New Haven, Conn.

JACK MATLACK
J. J. Parker Theatres
Portland, Ore.

SAUL MENICK
National
Washington, D. C.

A. MESKIS
Egyptian
Milwaukee, Wis.

MAX MINK
Palace
Cleveland, O.

JOHN MITCKES
Apollo
Belvidere, O.

H. S. MORTIN
State
Syracuse, N. Y.

STANLEY MOYLE
Rapids
Rock Rapids, Ia.

S. V. MURDOCH
Corona
Liverpool, Eng.

PETER A. NEPOTE
Arcadia
Olney, Ill.

JAMES PREDDY
Dallas, Dallas, Tex.

ARTHUR PRICE
Wometco Theatres
Miami, Fla.

E. A. PYNE
Keith's, Cleveland, O.

LEO RAEISON
College
College Point, N. Y.

R. M. RICHARDS
Majestic
Melbourne, Australia

SILVER RALEY
Swiss, Tell City, Ind.

MARTIN ROSEN
Fordham
New York City

MORRIS ROSENTHAL
Poli, New Haven, Conn.

ASTON C. RUDD
American
Roanoke, Va.

MATT SAUNDERS
Poli, Bridgeport, Conn.

WALLACE SHAFFER
Strand, Dubuque, Ia.

DELMAR SHERRILL
Playhouse
Statesville, N. C.

JACK SIDNEY
Loew's, Baltimore, Md.

HARRY SIMONS, JR.
Grand, Columbus, O.

WILLIAM SINGER
Brandeis
Omaha, Neb.

S. L. SORKIN
Keith's, Syracuse, N. Y.

BOYD SPARROW
Warfield
San Francisco

S. STEINHURST
Weis, Savannah, Ga.

JAMES TOBIN
Warner's
Bridgeport, Conn.

RALPH L. TULLY
State, Portland, Me.

LEONARD TUTTLE
St. Albans
St. Albans, N. Y.

LILY WATT
Florida
Glasgow, Scotland

HARRY A. WIENER
Smalley's
Johnstown, N. Y.

J. W. WILKINSON
Olympia
Newcastle-on-Tyne, Eng.

ANSEL WINSTON
Palace, Chicago, Ill.

C. W. WIRE
New Ohio, Marion, O.

NATHAN WISE
Palace, Cincinnati, O.

ZEVA YOVAN
Orpheum
St. Louis, Mo.

Round Table

Q HANK HAROLD, known to Round Table readers as "Old Man Lay-out," showing another set of his excellent newspaper ad proofs . . . ABE LUDACER placing huge shields on light poles throughout downtown Toledo to advertise "Battleground" at Loew's Valentine theatre . . . BILL ELDER, manager of Loew's Penn theatre, Pittsburgh, sends in tear sheets of his recent "March of Dimes" success. . . MATT SAUNDERS credits his assistant, BOB RITZERT, for an excellent campaign on "Jolson Sings Again" at Loew's Poli theatre, Bridgeport. . . MRS. MOLLIE STICKLES KATZ, manager of Loew's Poli Palace theatre, Meridan, Conn., staged that "Heiress For A Day" contest to advertise the "The Heiress" . . . Ed LYNCH, manager of the Roger Sherman theatre, New Haven, won editorial praise for his promotion of "The Hasty Heart." . . BOB Cox proud of his campaign for "On The Town" at the Kentucky theatre, Lexington, Ky., because "the picture offered great entertainment for both sexes, all ages". . . Edwin E. Enke and Roy "Trigger" Rogers, Jr. submit a fine co-operative newspaper ad, with real art value, for "On The Town" at the Skouras Calderone theatre, Hempstead, L. I. . . LEO RAEISON used headlines cut from metropolitan papers as display for "Pinky" at the College theatre, College Point L. I. . . HAROLD GROTT, manager of the Rialto theatre, Baltimore, submits his two-part campaign for "The March of Dimes" . . . "Loew's theatres managers certainly did enjoy entertaining DENISE DARCEL on her personal appearance tour for "Battleground" . . . H. WILLIAMS (BILL) BLANK joins the Round Table as manager of the Majestic and Vondée theatres, Seymour, Indiana, with examples of his showmanship. . . RAY McNAMARA, manager of the Allyn theatre, Hartford, showing good newspaper breaks for the Connecticut area premier of "Sands of Iwo Jima."

Q EARLE M. HOLDEN, manager of the Center theatre, Hickory, N. C., used a review from MOTION PICTURE HERALD in his advertising of "The Heiress"—which we've passed along to the editor . . . RUDY KOUTNIK handing out paper doughnuts, imprinted with playdates, as a throw-away for "Battleground," at the Fox Palace theatre, Milwaukee . . . SAUL MENICK, manager of the National theatre in Washington, D. C., went out of the realm of pressbook material to arrange a tie-up with Arthur Murray Studios for the rumba sequence in "Tell It To The Judge" . . . PAUL G. THOMAS joins the Round Table as manager of the 404-seat Strand theatre, Muncie, Ind., one of three first-run theatres in the town and devoted to "art" pictures . . . EARL HUDSON, president of United Detroit theatres, using a "live trailer"—Mark Richards, a local actor, who talks directly to the audience about the coming of "Hasty Heart" . . . HARRY A. ROSE, manager of Loew Poli Majestic theatre, Bridgeport, getting strong cooperative newspaper display for "Savage Spendor" with a local advertiser . . . BILL HARWELL, manager of the Palace theatre, Lorain, Ohio, bought the first 200 copies of the *Lorain Journal* off the press, imprinted them with "Extra—all about 'Chicago Deadline.'" . . . MAURICE DRUKER, manager of Loew's State theatre, Providence, R. I., arranged 12 importantly-placed "A" boards for "Sands of Iwo Jima" . . . LEONARD TUTTLE, manager of the St. Albans theatre, St. Albans, Long Island, used reprints of the *Louisville Courier Journal* in his advertising of the Hatfield-McCoy feud . . . DICK PRITCHARD, who has been publicity and promotion manager for Pacific Drive-In theatres, takes over as manager of the circuit's "flagship", the Century Drive-In, at Inglewood, Cal. . . MICKEY GOLDIN, manager of the Studio theatre, Vancouver, entertained 500 children from the orphanage of Notre de Lourdes.

Q PETER A. NEPOTE, manager of the Arcadia theatre, Olney, Ill., forwards his complete campaign on "Battleground", with photos for our picture page, and a resume of showmanship . . . SOL SORKIN, who suggests the guy in the picture is somebody we know, submits his fine contest idea from RKO Keith's theatre, Syracuse, which brought 5,000 replies . . . HARRY WIENER, manager of Smalley's theatre, Johnstown, N. Y., is the only theatre manager in his county to be presented with a citation from the Rotary Club, for his work with "Santa's Workshop" and other municipal events . . . SPENCER STEINHURST used that 24-sheet copy, from the pressbook, as a postcard to advertise "Pinky" at the Weiss theatre, Savannah, Ga. . . H. S. MORTIN, manager of Loew's State theatre, Syracuse, made effective use of co-op ads and radio tieups to sell "Jolson Sings Again" . . . The acting mayor, the Hon. Vincent R. Impellitteri, has decreed that February 2nd is to be known as "Port of New York Day", in appreciation of a picture of the same name . . . JERRY ZIGMUND, manager of the St. Francis theatre, San Francisco, promoted a full page of free space for "Samson & Delilah" by arranging a tieup with Macy's (San Francisco) department store . . . JESSE STERN, releasing three short reels made in Italy, "The Lives of the Saints" through United Telefilm, New York. . . BILL BRERETON and GEORGE MACKENNA collaborated on a stellar campaign registered in behalf of "All the Kings Men" at the Lafayette theatre, Buffalo.

THE CINCINNATI STORY On "Guilty of Treason"

A Four State Saturation Campaign

The premiere campaign for Eagle Lion's "Guilty of Treason," which opened simultaneously in Cincinnati, Dayton, Louisville, Cleveland, Columbus and Indianapolis, to set off a series of more than 500 key theatres engagements starting February 8th, has been described in a bulletin issued by Leon Brandt, director of advertising, publicity and exploitation for Eagle Lion, in collaboration with the producers of the picture and the Overseas Press Club, whose book, "As We See Russia," inspired the production.

The Cincinnati campaign, as it has become known, is the most extensive and expensive saturation campaign ever given to stimulate the exploitation of a picture, and is costing the producers over \$70,000 in its preliminary stages. The effect of it will be felt far down into the subsequent runs, for many months to come, and it is thus important to Round Table members, in every type of situation, to observe the impact of this organized effort, to make use of it while it is current, and to benefit by the experience when it has been fully accomplished. The effect will be far-reaching.

Elaborate Pre-Selling Campaign

Beginning with a series of screenings for selected preview audiences, by invitation in the Cincinnati territory, advance word-of-mouth publicity and impressive approval for the picture was insured. The unqualified support of the Cincinnati Archdiocese was the fulcrum upon which the campaign turned. After the first screening, the Auxiliary Bishop of the Diocese sent out a letter to all pastors over the signature of the Diocesan Director, Legion of Decency, which had the same importance and effect as a pastoral letter from the Archbishop. A similar letter followed in other exchange areas from the proper authority. Advance information concerning the picture was given out by many individual priests and by Monsignor Ryan, Superintendent of Catholic schools, at a banquet welcoming the new president of Xavier University. The *Catholic Telegraph-Register*, with a circulation of 62,000, carried a front-page editorial, plus inside page art and story material to tie in with the picture.

Cooperation of Catholic Schools

Father Reiffsynder, of the School Board, Covington, Ky., requested all principals of schools under his control to allow their pupils time off from school to attend a showing of "Guilty of Treason." The nuns were asked to send a reply postal, giving a complete check of every child planning to attend the theatre, and transportation was arranged by individual schools. Miss Mary Ann Donovan headed a meeting of "S. D. S." (Service of Demand and Supply) made up of young high school students, and all

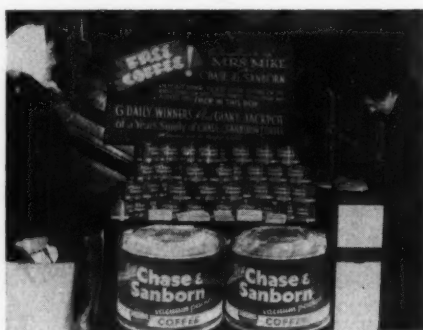
were provided with press material and work kits. These children have done a great deal to spread the word of "Guilty of Treason."

In a letter to Al Fisher, Eagle Lion exploiter, with headquarters in Cincinnati, Miss Donovan said her young people would be able to count on between 15,000 and 20,000 personal contacts, at residences, in her area. Each school was also displaying posters, in neighboring stores and other locations. One young woman, having seen the picture, was interviewed by a local disc jockey, and talked of "Guilty of Treason" for over 15 minutes on the air.

Typical Cincinnati Story

Newspaper and radio promotion for the premiere at the Albee theatre, lived up to the reputation of Nate Wise, exploitation director of RKO Cincinnati theatres, whose coverage of national premieres in the past is a matter of record to Round Table members. His complete campaign will be submitted in due time as an entry for the Quigley Awards. The *Enquirer*, *Post* and *Times-Star* gave the picture the typical all-out treatment for which the RKO theatres have long been noted in this territory. Station WLW, largest in the Cincinnati broadcast range, provided a promotional tieup which included many free plugs and programs in which the association with the Overseas Press Club was the selling approach. An outdoor display of 24-sheet posters included 44 Cincinnati stands, and 65 locations in five other cities.

Merchant cooperation, another activity for which Nate Wise has won Quigley citations in the past, was obtained, and with it a public library tieup, a bus tieup, and the usual cross billing in every downtown RKO theatre in Cincinnati. Window cards, car cards and Yellow Cab signs completed the display on the city streets.



Ed Meade, advertising director for Shea's theatres, Buffalo, arranged this cooperative tieup with Chase & Sanborn, with free cans of coffee for six daily winners, and a generous "jackpot" of a year's supply for some lucky one. Over 5000 patrons filled out coupons during the week.

The Schedule Of Previews

(The following is the complete schedule of advance previews for "Guilty of Treason" in the Cincinnati campaign.)

- Jan. 9—Ohio Select List of Newspapers (40 Editors and Publishers)
- Jan. 10—American College Presidents and Deans, meeting at the Netherlands-Plaza Hotel, with 387 members present.
- Jan. 11—Bishop Rehring, Auxiliary Bishop of the Cincinnati Diocese and his staff of ten.
- Jan. 13—Kentucky Chamber of Commerce, Cincinnati Chamber of Commerce, staff officials, with Lauritz Melchior and members of the Mayor's Committee.
- Jan. 13—Monsignor Freking, Editor *Catholic Telegraph-Register*, J. Paul Spaeth, Editor of "The Shield" National Catholic Monthly, Monsignor Ryan, Superintendent of Parochial Schools in the Cincinnati Diocese.
- Jan. 14—Seton High School, editors of parochial school papers, 14 young women and their supervisors.
- Jan. 15—Monsignor Snyder and staff of Christian Brothers Seminary, and visiting Brothers.
- Jan. 17—Members of the *Cincinnati Post* editorial staff; Hamilton Co. Chamber of Commerce staff; Mayor's Friendly Relations Committee and staff; National Conference of Christians and Jews and staff members.
- Jan. 18—Four members of the Cincinnati Board of Education; Superintendent of Schools and Board of Education members from Covington, Ky., 12 teachers from Dayton; publicity director of Cincinnati and Hamilton County Public Libraries.
- Jan. 18—Father Reiffsynder and 50 school principals, including Covington, Ky.
- Jan. 20—*Times-Star* editorial staff.
- Jan. 23—58 high school editors of *Cincinnati Post* "Youth Page," President of the Parent-Teacher Association of Ohio, and of the Catholic P.T.A. of Cincinnati.
- Jan. 28—Teen-Age Councilors Group for tie-in with Mabley & Carew television show.
- Jan. 28—Kentucky Press Club, Louisville, Ky.
- Jan. 28—Full staff of the *Cincinnati Enquirer*.

Novel Idea for Co-Op Newspaper Page

Douglas E. Craft, manager of the Capitol theatre, Sidney, Ohio, sends a tear sheet of a full newspaper page which he obtained cost-free to the theatre with the sponsorship of nine local advertisers. Prominent, front and center, was a layout of ad mats covering the four attractions for the week, and the gimmick was to write a sentence in which all four titles were included. But for it, the merchants put up a 17-jewel wrist watch, and the theatre added guest tickets for runners-up.

Sparrow Has Campaign To Chirp About

Boyd Sparrow, managing director of Loew's Warfield theatre, San Francisco, has something to chirp about in his deluxe campaign on "Battleground," submitted as an entry for the Quigley Awards in the first quarter. This is the first typically Sparrow showmanship to be received since he was transferred from Loew's Indianapolis to the recaptured Warfield on the West Coast, so we welcome its arrival on the Round Table desk. There are a number of photographs for our picture page file to follow.

Boyd has the benefit of art pages in color which are more common in San Francisco than formerly in Indianapolis newspapers, so he shows tear sheets in which Denise Darcel is noticeably evident. Another story, "A Veteran Looks at 'Battleground'" was written by one who witnessed the Battle of the Bulge in person. The Army provided any number of good tieups, with members of the 101st Airborne out in strength, with the 66-piece sixth Army Band as their escort. An address of welcome and other military ceremonies were provided by Army brass, on stage and in front of the theatre.

Four advance screenings held for beauticians and professional women, spread the word around that this was not exclusively a man's picture and developed the women's angle. Theatre front had a thirty-foot banner and special valances, in addition to usual display. Radio program coverage included interviews with war veterans, reviews on various local shows, and additional appeals to the feminine audience. Window cards and street car cards were used throughout the San Francisco area. Mary Hennessy, publicist for the theatre, cooperated in the campaign.

Marty Rosen Has Them Counting Indians

Marty Rosen, manager of the RKO Fordham theatre, New York City, made use of the fact that posters for "She Wore A Yellow Ribbon" featured a considerable number of Redskins, as part of the advertising design. So he contacted thirteen Fordham merchants who put up \$500 in prizes to those who could count the Indians and come nearest to a correct number, using entry blanks furnished by the sponsors. In addition to two watches, there were over 100 gift packages for winners, but the best figure of all was the 7,000 entries received during ten days of the contest.

Introduces "Black Light"

Rudy Koutnik, manager of the Fox Palace theatre, Milwaukee, introduced "black light" as a new device in front display during the run of "Battleground." When marquee lights were flashed on and off, the "black light" illuminated the lobby signs with an "invisible" light with an impressive effect.

Selling Approach

GUILTY OF TREASON—Eagle Lion. The story of the infamous "trial-behind-the-trial" of Cardinal Mindszenty. Based on the best-selling book, "As We See Russia," written by members of the Overseas Press Club. The dynamite-laden story of the facts in the case. The story behind the headlines, in full, shocking reality. Out of this searing exposé of brutality and the humiliation of men and women, comes a motion picture that you'll remember for years. Excellent posters, from 24-sheet down to smaller sizes, have fine portrait head of Charles Bickford in the role of Cardinal Mindszenty, which will give you ample marquee and lobby display. There is no herald, but we suggest that you make one, using a newspaper ad mat of the right style. A set of "teaser" ads, all on Comp. Mat "A" will be useful in many situations. Several advertising styles are included in a variety of sizes, so study the pressbook for the newspaper style best suited for your use. We like No. 501, which is like the 24-sheet poster, and No. 301, which will command attention. In smaller sizes, you will find comparable styles. Publicity mat No. 2D is a formal portrait of Bickford in the starring role, and it will get free space in most newspapers. No. 1E is the same in one-column width. Reach for planned editorial comment. The saturation premiere of this picture in the Cincinnati area used a score of previews to build press, radio, religious, civic and school acceptance of the picture in advance. It's a first-rate exploitation picture, with a message of tremendous interest to Americans. The book will stimulate store and library tieups. Social, civic and religious groups will constitute great outlets for a smashing pre-selling campaign. A four-day newspaper contest is contained in Comp. Mat "B." Give the picture all you've got.

BATTLEGROUND — Metro-Goldwyn-Mayer. Intimate story of some swell fellows from anybody's home town. It's got heart appeal, home appeal, all the things that make a great picture. Metro's biggest film of 1950 and a truly great story of World War II. The guts, gags and glory of a lot of wonderful guys. The most praised picture of the year. A story of rough courage, of belly laughs, and the unashamed hunger for life. You'll meet Denise, and she is very friendly. The Army officially sanctions "Battleground" as the story of Bastogne, the 101st Airborne Division, and the Battle of the Bulge. All posters carry the fighting pose of America's airborne troops in action. The 24-sheet is best for marquee or lobby display cut-outs, and the 6-sheet will do. Newspaper ad mats were tested in the metropolitan first runs, and you'll find a generous assortment of sizes. Select the style that sells action. Metro, who have omitted heralds in some recent pressbooks, come back with a special "circus" herald for "Battleground" and tells you to cover your town with them, because a big picture deserves a big spread. As usual, the herald keys the campaign for many situations. You'll find your advertising theme in it, to follow through poster and newspaper displays. Center spread of the herald is also available as a 6-column black-and-white mat for newspaper use, or print your own herald, with a cooperative advertiser. Teaser ad mats are the least inspired of the pressbook selection. Picture requires exploitation—you can't sell it with "pop-gun" promotion. Study the colossal pressbook for all suggestions adaptable to your situation. There's a set of eight radio recordings for simulated interviews over local stations. The "Jody Chant" is a great promotion feature. Two trailers and many extra accessories for showmanship.

Chicago Store Sponsors Cinderella Contest

Henry C. Lytton & Company, Chicago, will sponsor a cooperative advertising contest for Walt Disney's "Cinderella" at the RKO Palace theatre, through arrangements made by Terry Turner, of the RKO home office exploitation department, and Ansel Winston, manager of RKO Chicago theatres. Under the title, "A Quest For Cinderella," the lucky winner will get a round trip to Hollywood, by plane or train.

"Montana" Cartoon Book

Warner Brothers have made a deal with Fawcett Publications to print and distribute 1,500,000 cartoon books of the story of "Montana", new western with Errol Flynn and Alexis Smith, with the prospect of further printings to follow.



PICTURE GROSSES

A statistical compilation and comparison of Box Office Performance in first run theatres

Figures directly below picture title compare estimated dollar gross with average gross and show relative percentage of all engagements tabulated.

Figures opposite theatre names represent percentage of tabulated grosses to average weekly business based on the six months' period ending October 31, 1949.

SYMBOLS: (DB) Double Bill—associate feature title; (SA) Stage Attraction; (MO) Move-Over Run; (AA) Advance Admission.

SAMSON AND DELILAH (Para.) (AA)

First Report:

Total Gross Tabulated **\$972,500**
Comparative Average Gross **531,200**
Over-all Performance **183.0%**

ATLANTA—Paramount, 1st week	271.6%
ATLANTA—Paramount, 2nd week	214.8%
CINCINNATI—Palace	260.1%
CLEVELAND—Stillman	363.6%
DENVER—Denham	298.1%
DETROIT—Madison	184.8%
MINNEAPOLIS—Century, 1st week	442.3%
MINNEAPOLIS—Century, 2nd week	288.4%
NEW YORK—Paramount, 1st week	190.7%
(SA) Vaudeville	
NEW YORK—Paramount, 2nd week	180.6%
(SA) Vaudeville	
NEW YORK—Paramount, 3rd week	122.8%
(SA) Vaudeville	
NEW YORK—Paramount, 4th week	105.4%
(SA) Vaudeville	
NEW YORK—Rivoli, 1st week	248.0%
NEW YORK—Rivoli, 2nd week	229.0%
NEW YORK—Rivoli, 3rd week	171.7%
NEW YORK—Rivoli, 4th week	125.9%
NEW YORK—Rivoli, 5th week	179.4%
NEW YORK—Rivoli, 6th week	169.8%
SAN FRANCISCO—St. Francis, 1st week	275.2%
SAN FRANCISCO—St. Francis, 2nd week	215.8%

MAN ON THE EIFFEL TOWER (RKO)

First Report:

Total Gross Tabulated **\$100,700**
Comparative Average Gross **96,300**
Over-all Performance **104.5%**

BOSTON—Memorial	93.7%
CHICAGO—Palace	75.0%
(DB) Make Mine Laughs (RKO)	
LOS ANGELES—Hillstreet	91.8%
LOS ANGELES—Pantages	91.9%
NEW YORK—Criterion	152.3%
TORONTO—Shea's	111.3%

BATTLEGROUND (MGM)

Final Report:

Total Gross Tabulated **\$1,050,800**
Comparative Average Gross **608,300**
Over-all Performance **172.7%**

ATLANTA—Grand, 1st week	118.8%
ATLANTA—Grand, 2nd week	102.4%
ATLANTA—Grand, 3rd week	100.0%
BUFFALO—Buffalo	128.6%
CINCINNATI—Grand	236.0%
CLEVELAND—Stillman, 1st week	227.2%
CLEVELAND—Stillman, 2nd week	227.2%
CLEVELAND—Stillman, 3rd week	172.7%
CLEVELAND—Stillman, 4th week	159.0%
CLEVELAND—Stillman, 5th week	109.0%
DETROIT—Adams	143.8%
INDIANAPOLIS—Loew's	196.2%
KANSAS CITY—Midland	163.8%
LOS ANGELES—Egyptian, 1st week	162.3%
LOS ANGELES—Egyptian, 2nd week	138.8%
LOS ANGELES—Egyptian, 3rd week	106.4%
LOS ANGELES—Egyptian, 4th week	129.6%
LOS ANGELES—State, 1st week	207.1%

LOS ANGELES—State, 2nd week	139.3%
LOS ANGELES—State, 3rd week	81.8%
LOS ANGELES—State, 4th week	103.0%
MINNEAPOLIS—Radio City, 1st week	142.9%
MINNEAPOLIS—Radio City, 2nd week	100.4%
NEW YORK—Astor, 1st week	401.2%
NEW YORK—Astor, 2nd week	324.8%
NEW YORK—Astor, 3rd week	297.4%
NEW YORK—Astor, 4th week	261.1%
NEW YORK—Astor, 5th week	207.6%
NEW YORK—Astor, 6th week	203.8%
NEW YORK—Astor, 7th week	235.6%
NEW YORK—Astor, 8th week	280.2%
NEW YORK—Astor, 9th week	191.0%
NEW YORK—Astor, 10th week	165.6%
NEW YORK—Astor, 11th week	146.4%
NEW YORK—Astor, 12th week	133.7%
OMAHA—State, 1st week	178.0%
OMAHA—State, 2nd week	100.0%
PHILADELPHIA—Boyd	213.8%
PITTSBURGH—Penn	171.9%
SAN FRANCISCO—Warfield, 1st week	207.1%
SAN FRANCISCO—Warfield, 2nd week	130.1%
ST. LOUIS—State, 1st week	100.6%
ST. LOUIS—State, 2nd week	91.1%
ST. LOUIS—State, 3rd week	80.0%
ST. LOUIS—Orpheum	118.1%

THE HASTY HEART (WB)

First Report:

Total Gross Tabulated **\$325,600**
Comparative Average Gross **334,400**
Over-all Performance **97.3%**

BALTIMORE—Stanley	104.8%
BOSTON—Metropolitan	101.6%
(DB) Square Dance Jubilee (Lippert)	
BUFFALO—Center	125.0%
CHICAGO—State Lake, 1st week	117.3%
CHICAGO—State Lake, 2nd week	80.0%
CLEVELAND—Hippodrome	89.8%
LOS ANGELES—WB Downtown, 1st week	100.0%
LOS ANGELES—WB Downtown, 2nd week	100.0%
LOS ANGELES—WB Hollywood, 1st week	95.4%
LOS ANGELES—WB Hollywood, 2nd week	109.0%
LOS ANGELES—WB Wilmet, 1st week	100.0%
LOS ANGELES—WB Wilmet, 2nd week	120.0%
NEW YORK—Strand, 1st week	96.0%
(SA) Gordon McRae, others	
NEW YORK—Strand, 2nd week	83.3%
(SA) Gordon McRae, others	
OMAHA—Paramount	91.0%
PITTSBURGH—Stanley	109.5%
PITTSBURGH—Warner, MO 1st week	104.9%
PITTSBURGH—Warner, MO 2nd week	64.1%
SAN FRANCISCO—St. Francis, 1st week	128.4%
SAN FRANCISCO—St. Francis, 2nd week	100.0%
SAN FRANCISCO—St. Francis, 3rd week	65.0%

PORT OF NEW YORK (EL)

First Report:

Total Gross Tabulated **\$86,300**
Comparative Average Gross **79,900**
Over-all Performance **108.0%**

BOSTON—Pilgrim, 1st week	164.9%
(DB) The Fighting Redhead (EL)	
BOSTON—Pilgrim, 2nd week	85.1%
(DB) The Fighting Redhead (EL)	
CHICAGO—Garriek, 1st week	125.0%
CHICAGO—Garriek, 2nd week	131.2%
CLEVELAND—Hippodrome	75.0%
INDIANAPOLIS—Lyric	160.0%
PHILADELPHIA—Karlton	84.2%
SAN FRANCISCO—Golden Gate	80.0%
(DB) Square Dance Jubilee (Lippert)	

National Legion of Decency Passes Six of 12 Films

The National Legion of Decency this week reviewed 12 films, placing three in Class A-1, morally unobjectionable for general patronage; three in Class A-2, morally unobjectionable for adults; and six in Class B, morally objectionable in part for all. In the first category were "Cinderella," "The Flying Saucer" and "The Palomino." In Class A-2 were "Mother Didn't Tell Me," "Stromboli" and "The Third Man." The Class B were "The Eagle and the Hawk" because "suicide (is) sympathetically portrayed;" "Hollywood Varieties" and "Never Fear" because of "suggestive sequences;" "Key to the City" because of "suggestive dialogue and sequences;" "Pagliacci" because of "suggestive costuming and sequence;" and "Paid in Full" because it "reflects the acceptability of divorce; tends to condone use of illicit means to accomplish (a) good end; contains material unsuitable for general motion picture audiences."

"King's" Producer, Writer Win Hollywood Awards

Robert Rossen and Robert Penn Warren, producer and author, respectively, of Columbia's "All the King's Men" were awarded two of the Screen Writers Guild's five prizes at the annual dinner Sunday night in Hollywood. Mr. Rossen and Mr. Warren received the "Best-written American drama" award and the prize for "that writing achievement which most ably dealt with problems of the American scene." Joseph L. Mankiewicz, Vera Caspary and John Klempner, novelist, received "the best-written American comedy" award for "Letter to Three Wives," while Adolph Green and Betty Comden took the "best American musical" honors for "On the Town." Winners of the "best American western" prize for "Yellow Sky" were Lamar Trotti and William R. Burnett.

GPE Dividend 25 Cents

Directors of General Precision Equipment Corporation Tuesday declared a dividend of 25 cents per share on the outstanding common stock, payable March 15, 1950.

TWO IMPORTANT THEATRES FOR SALE

ELGIN, ILL. Grove Theatre, 1100 Seats, Fully Equipped; Long Term Lease.

KANKAKEE, ILL. Luna Theatre, 900 Seats, Fully Equipped; Long Term Lease.

NO BROKERS

For Further Details, Contact

M. G. LEONARD

175 N. STATE ST., CHICAGO, ILL.
Tel. RA. 6-5300

CLASSIFIED ADVERTISING

Ten cents per word, money-order or check with copy. Count initials, box number and address. Minimum insertion, \$1. Four insertions for the price of three. Contract rates on application. No borders or cuts. Forms close Mondays at 5 P.M. Publisher reserves the right to reject any copy. Film and trailer advertising not accepted. Classified advertising not subject to agency commission. Address copy and checks: MOTION PICTURE HERALD, Classified Dept., Rockefeller Center, New York (20)



HELP WANTED

THEATRE MANAGERS, ASSISTANT MANAGERS and Drive-In Managers wanted. Permanent positions in New York-New Jersey area; salary open. State experience, age, references and availability. Write BOX 2407, MOTION PICTURE HERALD.

WANTED: DRIVE-IN MANAGER FOR NEW York State. Starting March 19th with experience and capable of good exploitation and a good hustler. Good salary, good working conditions. Apply BOX 2413, MOTION PICTURE HERALD.

THEATRES

THEATRES FOR SALE. WRITE FOR LIST. THEATRE EXCHANGE. Fine Arts Bldg., Portland, Ore.

TWO-HUNDRED SEAT THEATRE FOR SALE. LANDOW, 108 Beachway, Keansburg, New Jersey.

WANT TO LEASE THEATRES IN WASHINGTON, Oregon, Idaho, Montana. Rush full particulars. BOX 2414, MOTION PICTURE HERALD.

THEATRE SOUTH JERSEY. 436 SEATS, SOLID brick, latest Simplex sound, Brenkert projections. Oil burner, new seats; new fronts; new carpets. Population 7,500. \$10,000 for ten year lease. Solid proposition. BOX 2415, MOTION PICTURE HERALD.

WANTED: RENT OR LEASE THEATRE, BY young couple. Thoroughly versed in all phases of the business. Several years experience in managing and operating for others. Can furnish best of references. JAMES A. MOFFITT, Duncannon, Penna.

NEW EQUIPMENT

60 AMPERE RECTIFIERS \$285 PAIR; HEAVY pedestals complete \$259.50 pair; coin changer \$79.50; film cabinets \$2.95 section; slide projectors complete \$33.75; splitters \$3.95. STAR CINEMA SUPPLY, 441 West 50th St., New York 19.

DRIVE-INS - ORDER NOW - OPEN EARLY. Complete Dual 35mm outfits from \$1595; Dual 16mm Ampro arcs \$1795; No. 14 underground cable \$55.45M (quantity discounts); marquee letters 35c up. Time Deals Invited. Write for details and Drive-In Catalog (now in preparation). S.O.S. CINEMA SUPPLY CORP., 604 West 52nd St., New York 19.

NEW TOO? YESIREE! WITH COOPERATION of manufacturers S.O.S. has assembled latest booth equipments for theatres \$2950; drive-ins \$3950 actually 30% of market price! Time Deals and Trades Tool S.O.S. CINEMA SUPPLY CORP., 604 West 52nd St., New York 19.

STRETCH YOUR DOLLARS AT S.O.S. HERE'S value extraordinary: rectifier bulbs, 15 amp. \$4.95; 6 amp. \$2.95; carbon savers 77c; Snaplite II coated lenses \$75 (liberal trade ins); coin changers \$149.50; intercommunication telephones \$9.95 pair; crystal pickups \$1.75; marquee letters 35c up; beautiful stage settings \$27.50; wall and ceiling lighting fixtures 45% off. (send for brochure). S.O.S. CINEMA SUPPLY CORP., 604 West 52nd St., New York 19.

PRINTING SERVICE

WINDOW CARDS, PROGRAMS, HERALDS. Photo-offset printing. CATO SHOW PRINTING CO., Cato, New York.

"Iwo Jima" Premiere Set For Iwo Jima Theatre

The Far East Command premiere of Republic's "The Sands of Iwo Jima" will be held at the Air Force Theatre on that atoll. The date of the premiere is February 23, the fifth anniversary of the famous flag-raising incident. Present will be Keyes Beech of the Chicago Daily News, and John Rich, both of whom were with the Marines who cap-

POSITIONS WANTED

YOUNG MAN, TEN YEARS' EXPERIENCE AS projectionist, 2 years' manager, desires position. Prefer East Coast states, but will go anywhere. BOX 2417, MOTION PICTURE HERALD.

EXECUTIVE TO MANAGE OR SUPERVISE one or more operations. Resourceful, with imagination and ability to think and execute. Circuit, independent experience. BOX 2410, MOTION PICTURE HERALD.

OPERATOR, TEN YEARS' EXPERIENCE. Seeks permanent position. Age 32. Married. Sober. Reliable. New York City license. Will go anywhere. Box 2416, MOTION PICTURE HERALD.

SEATING

CHAIR-ITY BEGINS AT S.O.S. WE'RE PRACTICALLY giving 'em away. 271 sturdy veneer folding chairs, \$2.95; 293 rebuilt panelback spring cushion, only \$4.95; 2000 late American 7-ply veneers, like new, \$5.25. Send for Chair Bulletin for complete list. S.O.S. CINEMA SUPPLY CORP., 604 West 52nd St., New York 19.

REBUILT THEATRE CHAIRS, FULLY UPHOLSTERED—panelbacks—veneer backs, with cushions and veneer seats. Also new chairs and new cushions. Slip covers. Thirty years' of theatre chair maintenance. ALLIED SEATING COMPANY, INC., 234 West 44th St., New York City 18, N. Y.

STUDIO EQUIPMENT

FILMCRAFT STUDIO LIQUIDATION SALE — mole Richardson solar spots—wonderful shape including bulb, barn doors, diffusers, rolling stand—5KW Seniors \$189.50; 2KW Juniors \$104.50; Juniors less stands \$87.50; hundreds other lights, dimmers, cables, plugs, etc. Complete background process projection outfit including 4 Selsyn motors, sound playback, lenses, screen, etc., worth \$15,000, rebuilt \$4,995; MR microphone boom with dolly, \$395. Send for Bulletin Filmcraft. S.O.S. CINEMA SUPPLY CORP., 604 West 52nd St., New York 19.

NEW BRIDGAMATIC AUTOMATIC PROCES- sors, \$1595; new Cine Balowstar 1 1/4" f1.3 lenses, \$199; synchronous 35mm dubbing projectors, \$695; new Cine-voice 16mm single system sound camera, \$695; twin turret Eyemo, 6 fast lenses, motor, etc. \$1,095; 35mm recorders from \$495; new Auricon 33 minute camera, \$1665. Send for Catalog Sturelab. S.O.S. CINEMA SUPPLY CORP., 604 West 52nd St., New York 19.

HALLEN B-22 SYNCHRONOUS MAGNETIC film recorder \$1,850, Hallen junior for 16mm or 17 1/2mm magnetic film \$895 can be seen and heard here. New Auricon Cine-Voice single system camera, immediate delivery \$695. All 16-35mm production equipment bought, sold, rented. THE CAMERA MART, INC., 70 West 45th St., New York.

BUSINESS BOOSTERS

COMIC BOOKS AGAIN AVAILABLE AS PRE- miums, giveaways at your kiddy shows. Large variety, latest 48-page newstand editions. COMICS PREMI-UM CO., 412 1/2 Greenwich St., N. Y. C.

BINGO DIE-CUT CARDS, 75 OR 100 NUMBERS — 4 colors—\$3.00 per thousand. PREMIUM PRO-DUCTS, 354 West 44th St., New York 18, N. Y.

USED EQUIPMENT

PEERLESS MAGNARCS, REBUILT, \$550; Holmes projectors, complete, rebuilt, \$325; Simplex 5 point pedestals \$90 pair; Motiograph K mechanisms, upper magazines, changeovers, excellent, \$450 pair; E-7 mechanisms, rebuilt, \$1,100; Series II lenses \$35 pair; rear shutters for Simplex \$35 pair; complete drive-in equipments from \$1,695; parts for Simplex and Powers 30% discount; Peerless lamphouses, excellent, \$115 pair. What do you need? STAR CINEMA SUPPLY, 441 West 50th St., New York 19.

FOR THE PREVIEW ROOM, REBUILT NAVY DeVry projectors, \$550. Pair. Renewed Navy DeVry amplifiers, \$65. Holmes Educators, complete, \$600, like new. MIDSTATE THEATRE SUPPLY, 1906 Thomas Ave., Fresno, Calif.

LOOKS NEW—OPERATES NEW. BUT IT'S RE- built! That's the S.O.S. way. Holmes Educators \$550; Simplex Acme \$795; Simplex SP or Standard \$995—all dual equipments with 2000 magazines, lenses, amplifier, speaker, etc. Available on Time Payments. S.O.S. CINEMA SUPPLY CORP., 604 West 52nd St., New York 19.

150 De MAMBRO CAR SIDE SPEAKERS. EXCEL- lent quality. JAMES SAYER, JR., Salem Depot, New Hampshire. Tel. 162 Salem.

SCHOOLS

LEARN MODERN MANAGEMENT, HUNDREDS have successfully advanced to better theatre positions through the institute's time tested training in spare time, at low cost. Free information. Established 20th year. THEATRE MANAGERS INSTITUTE, Elmira, N. Y.

BOOKS

MAGIC SHADOWS—THE STORY OF THE ORI- gin of Motion Pictures by Martin Quigley, Jr., Adventurous explorations of the screen's history told in 191 crisp pages and 28 rare illustrations. Exciting reading for now and authoritative reference for tomorrow. A Georgetown University Press book. Price, postpaid, \$3.50. QUIGLEY BOOKSHOP, 1270 Sixth Ave., New York 20, N. Y.

TV DIRECTORY NO. 10: TELEVISION RATES and factbook—Rate cards, personnel, data of the 98 telecasting stations on air and TV networks at beginning of 1950; directories of TV film and program syndicators, receiver and station equipment manufacturers; stations reps, unions, research firms, tabulations of TV sets in use by areas, allocation tables, etc. All contained in latest in series of quarterly directories, published by TELEVISION DIGEST, 1519 Connecticut Ave., Washington, D. C. (100-p., \$5.00). 1950 AM-FM Directory also available at \$10.

RICHARDSON'S BLUEBOOK OF PROJECTION. Best seller since 1911. Now in 7th edition. Revised to present last word in Sound Trouble Shooting Chart. Expert information on all phases of projection and equipment. Special new section on television. Invaluable to beginner and expert, \$7.25 postpaid. QUIGLEY BOOKSHOP, 1270 Sixth Avenue, New York 20, N. Y.

INTERNATIONAL MOTION PICTURE AL- manac — the big book about your business — 1949-50 edition. Contains over 12,000 biographies of important motion picture personalities. Also all industry statistics. Complete listing of feature pictures 1944 to date. Order your copy today, \$5.00, postage included. Send remittance to QUIGLEY BOOKSHOP, 1270 Sixth Avenue, New York 20, N. Y.

Smith Plans Drive-in

Construction has started on a 550-car drive-in, the Garden Auto-Torium, at the traffic circle joining New Jersey Highways 6 and 10, near Ledgewood. The owner and operator of the theatre, which will cover 15 acres of a 35-acre plot, is Wilfred P. Smith, formerly general manager of construction and operation for Eastern Drive-Ins. Future plans call for the development of a shopping center along highway frontage.

tured the island, as well as many high officials of the Far East Command.

Building Savannah House

The new Savannah theatre at Savannah, Ga., rising on the site of the old Savannah house which was gutted by fire in 1948, will open next June or July. Mr. and Mrs. Fred Weis have been owner and operators of the theatre since 1921. The new structure also will be equipped for television.

Tell Your Congressman To Vote
To Repeal The Movie Tax

Keeping
You Posted On
PARAMOUNT

"PAID IN FULL" TELLS OF THIS WOMAN'S BITTER VICTORY! Hal Wallis has come up with a shocker—the daring, controversial, boldly outspoken story that first fired the imagination of 40 million readers of *The Reader's Digest*. Sell it for its heart-deep woman's appeal. It stars Robert Cummings, Elizabeth Scott and Diana Lynn—and every dramatic minute of it testifies that

"If It's A Paramount Picture, It's The Best Show In Town!"

The Product Digest

Three Came Home

20th-Fox—Graphic Narrative

The legend, "Darryl F. Zanuck Presents," gains a new and brilliant lustre from its main-title position in association with this markedly different kind of motion picture. In the imposing storehouse of Zanuck productions there is nothing quite like "Three Came Home." While stark and realistic at times, it also has moments of quiet, restrained power that bespeak a harvest of both talent and experience.

There is a story behind the story. An American woman, Agnes Newton Keith, born in Oak Park, Illinois, married a British consular agent and went to live in North Borneo. She wrote a book telling of her experiences when she, the lone American, and 79 Europeans became prisoners of the Japanese during the early days of the late war.

The book became a Book of the Month selection and gained a large reading public. It was distinctly out of the usual pattern of motion picture stories and there was little or no competition for it for screen purposes. But Zanuck determinedly acquired it and put in train a long series of preparations which included the photographing of considerable material in Borneo.

The production which eventually ripened out of long and careful preparation is notable in its human impact. While studiously minding its own business in telling its story it becomes incidentally a striking argument against war and the inhumanities that war breeds.

Two of the acting performances, by Claudette Colbert and the veteran Sessue Hayakawa, are of Academy Award calibre. Nunnally Johnson makes distinguished contributions as the producer and the writer. The direction by Jean Negulesco is sharp, sensitive and adds up to many moments that are of the stuff that audiences long remember. In addition to the efforts of the principals two effective performances are contributed by Patric Knowles and Florence Desmond.

The story in which Claudette Colbert plays the real life role of the author of the book is depicted untheatrically and with a great deal of genuineness. The Japanese captors are not made out as melodramatic fiends. They are dealt with much more severely by means of an authentic interpretation of the true facts of their behavior. Hayakawa gives a vivid portrayal of the Japanese militarist's confusion of loyalties, hatreds and devotions.

There is an inspiring example of high courage in the manner in which the Colbert character and the Europeans meet the terror, torment and privation of the three years during which they are the captives of the oriental horde that once so savagely swept through the South Pacific.

"Three Came Home" seems destined to make

a sharp impress upon audiences—and upon current screen history as well.

Reviewed at New York screening room. Reviewer's Rating: Excellent.—MARTIN QUIGLEY.

Release date, February, 1950. Running time, 106 minutes. PCA No. 13819. General audience classification. Agnes Keith.....Claudette Colbert
Harry Keith.....Patric Knowles
Betty Sammers.....Florence Desmond
Colonel Suga.....Sessue Hayakawa
Sylvia Andrew, Phyllis Morris, Kermit Whitfield, Kim Spalding, Mark Kouning, Howard Chuman

Young Man With a Horn

Warners—A Jazz Man's Story

This latest Jerry Wald production, the ragto-riches story of a trumpet player, appears to have enough in its favor to make it a strong box office possibility. It has, for example, such marquee-powerful names as Kirk Douglas, Lauren Bacall, singer Doris Day and Hoagy Carmichael; the names of Mr. Wald and Michael Curtiz, the director, are well known enough to lure customers to the theatre; the jazz theme no doubt will be an additional attraction for the thousands of addicts, and many readers of the best-selling novel of the same name by Dorothy Baker will surely be anxious to find out what the film version of the book is like.

The screenplay by Carl Foreman and Edmund H. North takes some liberties with the book. However, on its own, "Young Man With a Horn" stands up as solid entertainment, well-acted for the most part, and telling an always-dramatic, often moving story. This is not a "musical" in the traditional sense, but rather a biography of a personality whose first love happens to be popular music, generally, and his trumpet specifically. As such, it has given the producers an excellent opportunity to make the

sound track an important adjunct to the picture, bringing to the audience some exciting trumpet playing, jam sessions and Miss Day's singing which should intrigue the jazz cultists and interest the casual followers.

Douglas' role takes him from the time he is a lonely, misunderstood boy whose love for music surpasses everything else. He is befriended by Juano Hernandez, leader of a small band who through the years teaches him to play the trumpet. Later, as he grows up, he and Hoagy Carmichael, a piano player, become buddies, until he marries Miss Bacall, a neurotic socialite. When their marriage breaks up, Douglas goes on the alcoholic trail and when he fluffs an important note, collapses completely, since he feels now even his horn has let him down.

As expected, however, he makes the comeback and is united with Miss Day, who was in love with him all the time.

In the acting department, Douglas does an excellent job. His characterization shows understanding and feeling, and he provides many of the moving moments. Miss Bacall, on the other hand, seems not too happily cast, but does well enough with what she has to do.

Separate mention should be made of Carmichael, Hernandez and Miss Day. Carmichael as the dreamy, philosophical "Smoke," repeats more or less what he did in "Casablanca" with equally satisfying results; Hernandez' work is touching and sincere, while Miss Day, whose national appeal as a popular singer is undisputed, turns in a surprisingly good acting effort. She shows much promise. Harry James, who is not seen, does the actual trumpet playing.

Reviewed at the Warner home office projection room in New York. Reviewer's Rating: Very Good.—CHARLES J. LAZARUS.

Release date, March 11, 1950. Running time, 112 minutes. PCA No. 14000. General audience classification.

Rick Martin.....Kirk Douglas
Amy North.....Lauren Bacall
Jo Jordan.....Doris Day
Smoke Willoughby.....Hoagy Carmichael
Juano Hernandez, Jerome Cowan, Mary Beth Hughes, Nestor Paiva

Outside the Wall

Universal—\$1,000,000 Robbery

If Universal can get this one into circulation in good time, there are some ready-made exploitation tieups available with the recent \$1,500,000 Brinks holdup in Boston. By some stroke of luck, Henry Edward Helseth's story coincides perfectly with the current newspaper headlines, and though this story takes place in Philadelphia instead of Boston, there's no reason why the exhibitor can't make the most of it.

The film itself is a good cops-and-robbers piece with enough action to please any of the suspense fans. There are no particularly big names in the cast except for Marilyn Maxwell and perhaps Richard Basehart, one of the

(Continued on following page)

**SHOWMEN'S REVIEWS
COMPANY CHART
SHORT SUBJECTS CHART
REISSUE REVIEWS
SHORT SUBJECTS
THE RELEASE CHART**

(Continued from preceding page)

more promising performers of Hollywood's younger set. Basehart's role is particularly interesting, since it gives him a chance to play the silent, surly and tough hero with overtones of some of the screen's older tough guys. He does a good job.

The story starts with Basehart released from prison after almost half of his 30 years. He is determined not to fall into the clutches of the law again, and finding the hustle and bustle of his new freedom confusing, he takes a job in a country sanitarium. There is a \$1,000,000 armed car robbery and one of the ring leaders turns up at the sanitarium. Basehart, anxious to have money as the only way to get Miss Maxwell, who is a nurse, works a deal with the patient but soon finds himself a clay pigeon for the other members of the gang. He determines to play it straight and calls in the law after a series of kidnappings and general mayhem. All the problems resolve themselves nicely and Basehart winds up with Dorothy Hart, another nurse, to whom he had confided his secret of the prison years.

There are some good production values here not the least of which the pace at which the picture was taken. Aaron Rosenberg, the producer, and Crane Wilbur, director, have allowed no drags. Miss Maxwell and Miss Hart are satisfactory and Joseph Pevney shows a bright personality that registers in his role of Basehart's co-worker. Crane Wilbur did the screenplay.

Reviewed at the Universal screening room in New York. Reviewer's Rating: Good.—C. J. L.

Release date, March, 1950. Running time, 80 minutes. PCA No. 14277. General audience classification.
 Larry Nelson.....Richard Basehart
 Charlotte.....Marylin Maxwell
 Celia.....Signe Hasso
 Ann Taylor.....Dorothy Hart
 Joseph Pevney, John Hoyt, Henry Morgan, Lloyd Gough.

Joe Palooka Meets Humphrey

Monogram—Boxer's Honeymoon

This item in the Joe Palooka series goes all out for laughs and collects a generous quota of same with a humorous account of the boxer's interrupted honeymoon and with a fight-ring finale played forthrightly for comedy. By and large, it figures to top its predecessors in point of audience satisfaction, and to add to the following the series has built up. Producer Hal E. Chester and director Jean Yarbrough gave the Henry Blankfort script their experienced best, and the players contributed shipshape performances to the success of the whole. Robert Coogan, as Humphrey, was a happy choice for the assignment, and Leon Errol enjoys twice his usual opportunity by reason of a dual role.

The script sends Joe and his bride, Pamela Blake, off to a vacation resort on their honeymoon which they hope will be unmarred by attentions of press and profession, but a motor breakdown repaired by Humphrey attaches the latter to their party, and a rumor about Joe's retirement from the ring bring reporters and his manager, Errol, to their retreat. Joe is persuaded to take part in a benefit boxing match, by way of quashing retirement rumors, and some amusing complications place Humphrey in the role of his adversary, Humphrey, by reason of sheer bulk, figures to beat Joe, and Errol does what he can to avert the meeting, unsuccessfully. But the fight comes out the right way, for reasons more amusingly to be seen than written about, and the picture ends with Joe's career appropriately intact.

Previewed at the Ritz theatre, Los Angeles, where it took a Monday night audience in stride. Reviewer's Rating: Good.—WILLIAM R. WEAVER.

Release date, February 5, 1950. Running time, 65 minutes. PCA No. 14134. General audience classification.
 Joe Palooka.....Joe Kirkwood
 Knobby.....Leon Errol
 Pamela Blake, Robert Coogan, Jerome Cowan, Joe Besser, Don McGuire, Donald MacBride, Curt Bois, Clem Bevans, Frank Sully, Eddie Gribbon, Sam Balter

The Eagle and the Hawk

Paramount-Pine Thomas—Civil War Action Story

Carrying the intriguing title of "The Eagle and the Hawk," this film, produced by the William H. Pine-William C. Thomas team and directed by Lewis R. Foster, stacks up as an interesting melodrama with a background of Civil War spying and a pinch of history.

There are several good names for marquee purposes—John Payne, Rhonda Fleming and Dennis O'Keefe—and the superb Technicolor work should help in maintaining audience interest. As it stands now, however, the picture is far too long, running almost an hour and three-quarters and taking too much time to unfold its story. Payne is a Texas ranger, loyal to the South, naturally, who is sent by the governor of the state to escort a Yankee spy across the Mexican border where Frank Faylen is smuggling arms for an eventual French coup d'etat in Texas.

Faylen's daughter, Miss Fleming, is helping her father, and a Mexican, Thomas Gomez, is the innocent dupe unaware of the French plot. Payne, disliking his mission but working with O'Keefe under orders, becomes involved in helping him and enters the fray when he becomes convinced the future of Texas is at stake. In an exciting climax, O'Keefe rescues Payne from almost certain death after being tied spread-eagle to two wild horses and dies himself just as the mission is about to be accomplished. Payne convinces Gomez of Faylen's perfidy, and the latter dies after being cornered in a chase on top of a mountain.

The principals all do competent work with Miss Fleming given an opportunity to stage a Civil War fashion show of her own; she wears a different eye-filling costume in practically every sequence, no matter how rough-and-tumble the action. The screenplay by Geoffrey Homes and Lewis R. Foster from a story by Jess Arnold is good on the whole.

Reviewed at Paramount projection room in New York. Reviewer's Rating: Good.—C. J. L.

Release date, May, 1950. Running time, 104 minutes. PCA No. 14112. General audience classification.
 Todd Croyden.....John Payne
 Madeline Danzeiger.....Rhonda Fleming
 Whitney Randolph.....Dennis O'Keefe
 General Liguas.....Thomas Gomez
 Basil Danzeiger.....Frank Faylen
 Eduardo Noriega, Margaret Martin, Walter Reed

Storm Over Wyoming

RKO Radio—Cowboys and Guns

Exhibitors who have come to expect action and excitement in the Tim Holt westerns won't be disappointed in what he has to offer in his latest RKO release. It's a fast-paced, well-photographed bit of work that should be right up the alley of the western fans.

Using a standard story as a vehicle, Holt goes through the whole range of cowboy activities with ease and believable agility. There is a great deal of hard riding and chasing being done; men are shot at and shot in profusion; Holt and his pal Richard Martin get in and out of a lot of trouble and, inevitably, there is the relieving comedy touch.

Produced by Herman Scholm and directed by Lesley Selander, "Storm Over Wyoming" was written by Ed Earl Repp. It's a story as old as the Hollywood hills—Holt and Martin arrive as a range war develops between the sheep men and the cattle men. This time it's the sheep men who claim their stock is being rustled. From this develops an understandably complex situation that permits the camera to range far and wide in the search for western action.

Holt is good as the youngish cowboy with that daring glint in his eye. Even his heroic antics and incredible marksmanship—he manages to split a rope with a bullet at quite a distance—somehow seem quite believable. Martin, who plays his Latin-American side-kick, gets some laughs with Betty Underwood who has

the part of a song-and-dance girl anxious to get married. Noreen Nash has the other female lead and Bill Kennedy makes a good heavy.

Seen at the RKO screening room in New York. Reviewer's Rating: Good.—FRED HIFT

Release date, Not set. Running time, 60 minutes. PCA No. 14034. General audience classification.
 Dave.....Tim Holt
 Chito Rafferty.....Richard Martin
 Chris.....Noreen Nash
 Richard Powers, Betty Underwood, Bill Kennedy, Holly Bane, Kenneth MacDonald

Champagne for Caesar

UA-Popkin—Satire on Quiz Shows

This attraction takes a broad running leap at the quiz show, and, through satire and burlesque, contributes toward making it out a pretty silly piece of business. "Champagne for Caesar" is generally an amusing film, punctuated by many chuckles and occasionally substantial belly laughs. It also is spotty and just dull.

Ronald Colman, of gigantic intellect, sets out to eliminate the quiz show which he regards as the ultimate destroyer of intellects in America. Having been rebuffed by Vincent Price, fantastic and fabulously wealthy soap manufacturer, Colman fastens on the latter's TV show, of which Art Linkletter is master-of-ceremonies, as his victim. By successfully answering the most intricate questions correctly Colman runs the jackpot up to \$20,000,000, decides on a double-or-nothing finale and loses out on the \$40,000,000 question when he fails to call out the serial numbers of his own social security card. Involved here is an emotional upset over his romance with Celeste Holm, conspirator hired by Price to defeat Colman. Momentarily implicated, too, is a second romance—that of Barbara Britton, Colman's sister who has fallen for Linkletter. Of course, it works out amicably on the double romantic front at the finish.

There are hefty swipes at the peculiarities of big business and an intermittently effective ridicule heaped on the institution of the quiz show. But story and screenplay by Hans Jacoby and Fred Brady and direction by Richard Whorf maintain no consistent level. Some of the business is silly and far-fetched beyond all reason, even allowing for the satire and the burlesque consciously intended. Performances are led by Colman and Miss Holm. Price is made to exaggerate outlandishly throughout.

Harry M. Popkin was executive producer. George Moskov produced with Joseph H. Nadel as his associate. Aside from the film names in the cast, there may be merchandisable value in Linkletter, whose radio show is national and in brief flashes of Gabriel Heatter and George Fisher, radio commentators.

Seen at special showing at Mark Hellinger theatre, New York. Reviewer's Rating: Fair.—RED KANN.

Release date, Not set. Running time, 99 minutes. PCA No. 14221. General audience classification.
 Beauregard Bottomley.....Ronald Colman
 Flame O'Neil.....Celeste Holm
 Burnbridge Waters.....Vincent Price
 Gwenn Bottomley.....Barbara Britton
 Happy Hogan.....Art Linkletter
 Byron Foulger, Ellye Marshall, Vici Raaf, Douglas Evans, John Eldredge, Lyle Talbot, George Leigh, John Hart, Mel Blanc, Peter Brocco, Brian O'Hara, Jack Daly, Gordon Nelson, Herbert Lytton, George Meader, Gabriel Heatter, George Fisher

Father Is a Bachelor

Columbia—A Dish for the Family

Columbia here presents a pleasant, warm picture of unquestioned family appeal and of special interest to the women folk. It should prove itself in the rural areas.

Aleen Leslie and James Edward Grant, who wrote the screenplay, used a very simple plot as a base for their story, embellishing it with a dash of humor and a couple of timeworn and proved tunes of the folksy variety. Laid at the turn of the century, "Father Is a

(Continued on page 189)

RELEASE CHART

by companies

This Chart lists feature product tradeshow or released since August 1, 1949. For listing of 1948-49 Features by Company, see Product Digest pages 4732-4733, issue of August 27, 1949. For Stars, Running Time, Review and Ratings, turn to the Alphabetical Chart in this issue.

(T) before a date in the list below indicates a tradeshow date; release dates are given as soon as available. (R) designates a reissue.

Prod. No. Title Tradeshow or Release Date

COLUMBIA

148 Anna Lucasta.....Aug., '49
123 Lone Wolf and His Lady.....Aug. 11, '49
164 South of Death Valley.....Aug. 18, '49
120 Air Hostess.....Aug. 25, '50
149 Mr. Soft Touch.....Sept., '49
184 The Cowboy and the Indians.....Sept., '49
110 The Devil's Henchmen.....Sept. 15, '49
163 Horsesmen of the Sierras.....Sept. 22, '49
222 Miss Grant Takes Richmond.....Oct., '49
205 Blondie Hits the Jackpot.....Oct. 6, '49
217 Holiday in Havana.....Oct. 13, '49
268 Bandits of El Dorado.....Oct. 20, '49
223 The Reckless Moment.....Nov., '49
224 Tokyo Joe.....Nov., '49
230 Riders in the Sky.....Nov., '49
211 Rusty's Birthday.....Nov. 3, '49
212 Barbary Pirate.....Nov. 10, '49
261 Rensselaers of the Sage.....Nov. 24, '49
229 And Baby Makes Three.....Dec., '49
232 Feudin' Rhythm.....Dec., '49
225 Tell It to the Judge.....Dec., '49
203 Prison Warden.....Dec. 8, '49
263 Frontier Outpost.....Dec. 29, '49
227 All the King's Men.....Jan., '50
226 The Traveling Saleswoman.....Jan., '50
185 Sons of New Mexico.....Jan., '50
214 Mary Ryan, Detective.....Jan. 5, '50
218 Chinatown at Midnight.....Jan. 19, '50
228 Father is a Bachelor.....Feb., '50
228 The Nevada.....Feb., '50
203 Trail of the Rustlers.....Feb. 2, '50
213 Girls' School.....Feb. 9, '50
203 Mule Train.....Feb. 22, '50
212 The Palomino.....Not Set
221 Jolson Sings Again.....Not Set
216 Bodyhold.....Not Set

EAGLE LION

902 Easy Money (Brit.).....Aug., '49
926 The Black Book.....Aug., '49
905 Down Memory Lane.....Aug., '49
Dedee (French).....Aug., '49
940 Waterloo Road (Brit.).....Aug., '49
906 Woman in the Hall (Brit.).....Aug., '49
901 A Place of One's Own (Brit.).....Sept., '49
905 Against the Wind (Brit.).....Sept., '49
914 The Weaker Sex (Brit.).....Sept., '49
942 One Upon a Dream (Brit.).....Sept., '49
904 Zamba.....Sept., '49
906 The Story of G.I. Joe (R).....Sept., '49
907 Trapped.....Oct., '49
911 The Hidden Room (Brit.).....Oct., '49
Letter of Introduction (R).....Oct., '49
955 The Fighting Redhead.....Oct., '49
912 The Glass Mountain (Brit.).....Nov., '49
908 Spring in Park Lane (Brit.).....Nov., '49
909 Port of New York.....Dec., '49
906 Cowboy and the Prizefighter.....Dec., '49
913 The Gay Lady (Brit.).....Dec., '49
910 Passport to Pimlico.....Dec., '49
911 I'll Be Seeing You (R).....Dec., '49
912 Hit the Ice (R).....Dec., '49
918 The Sundowners.....Jan., '50
920 Never Far.....Jan., '50
916 Give Us This Day (Brit.).....Jan., '50
914 Saramba.....Jan., '50
917 Guilty of Treason.....Feb. 6, '50
919 The Great Rupert.....Feb., '50
904 Red Shoes (Brit.).....Not Set
928 Oliver Twist (Brit.).....Not Set
921 Amazing Mr. Beecham (Brit.).....Not Set

FILM CLASSICS

Lost Boundaries.....Aug., '49
Not Wanted.....Aug., '49
Scarlet Street (R).....Oct., '49
Back Street (R).....Oct., '49
Project X.....Oct. 4, '49
Pirates of Capri.....Dec. 1, '49
Guilty Bystander.....Jan., '50
The Flying Saucer.....Jan., '50
Cry Murder.....Jan., '50
Four Days Leave.....Feb. 6, '50
The Wind is My Lover.....Mar., '50
The Vicious Years.....Mar., '50

LIPPERT

4826 There is No Escape.....Aug. 1, '49
4822 Grand Canyon.....Aug. 12, '49
4896 Treasure of Monte Cristo.....Oct. 14, '49
4813 The Dalton Gang.....Oct. 21, '49

Prod. No. Title Tradeshow or Release Date

MGM

4905 Deputy Marshal.....Oct. 28, '49
4824 Apache Chief.....Nov. 4, '49
4903 Square Dance Jubilee.....Nov. 11, '49
4821 Call of the Forest.....Nov. 18, '49
4914 Red Desert.....Dec. 17, '49
4915 Tough Assignment.....Dec. 24, '49
4916 Hollywood Varieties.....Jan. 14, '50
4917 Radar Secret Service.....Jan. 23, '50
4922 Everybody's Dancin'.....Feb. 11, '50
4919 Western Pacific Agent.....Feb. 18, '50
4926 Crooked River.....Feb. 25, '50
4902 Baron of Arizona.....Mar. 4, '50
4925 Colorado Ranger.....Mar. 11, '50
4927 Hostile Country.....Mar. 18, '50
4930 West of the Brazes.....Mar. 25, '50
4929 Fast on the Draw.....Apr. 1, '50
4928 Marshal of Helderado.....Apr. 8, '50

MGM

923 The Great Sinner.....Aug. 5, '49
931 Madame Bovary.....Aug. 19, '49
933 Scene of the Crime.....Aug. 26, '49
1 That Midnight Kiss.....Sept. 2, '49
2 The Secret Garden.....Sept. 9, '49
3 The Doctor and the Girl.....Sept. 23, '49
4 The Red Danube.....Oct. 14, '49
5 Border Incident.....Oct. 28, '49
6 That Forsyte Woman.....Nov. 11, '49
7 Adam's Rib.....Nov. 18, '49
8 Tension.....Nov. 25, '49
10 Challenge to Lancelot.....Dec. 16, '49
15 Johnny Eager (R).....Dec. 22, '49
11 On the Town.....Dec. 30, '49
12 Malaya.....Jan. 6, '50
13 Ambush.....Jan. 13, '50
14 Battleground.....Jan. 20, '50
9 Intruder in the Dust.....Feb. 3, '50
14 East Side, West Side.....Feb. 10, '50
17 Blossoms in the Dust (R).....Feb. 16, '50
18 Key to the City.....Feb. 24, '50
Nancy Goes to Rio.....Mar. 10, '50
Black Hand.....Mar. 17, '50
Conspirator (Brit.).....Mar. 24, '50
Yellow Cab Man.....Apr. 7, '50
Side Street.....Apr. 10, '50
The Outriders.....Apr., '50
920 Tale of the Navajos.....Not Set
Shadows on the Wall.....Not Set
Please Believe Me.....Not Set

MONOGRAM

4855 Range Justice.....Aug. 7, '49
4806 The Counterpunch (Palooka).....Aug. 14, '49
AA14 Stamped.....Aug. 28, '49
4843 Haunted Trails.....Sept. 4, '49
4812 Jackpot Jitters.....Sept. 11, '49
4865 Roaring Westward.....Sept. 18, '49
4818 Angels in Disguise.....Sept. 25, '49
4805 Black Midnight.....Oct. 2, '49
4836 Western Renegades.....Oct. 9, '49
4821 Wolf Hunters.....Oct. 30, '49
4844 Riders of the Dusk.....Nov. 13, '49
4819 Masterminds.....Nov. 27, '49
4866 Lawless Code.....Dec. 4, '49
4807 Bomba on Panther Island.....Dec. 18, '49
4845 Range Land.....Dec. 25, '49
AA16 There's a Girl in My Heart.....Jan. 6, '50
4801 Blue Grass of Kentucky.....Jan. 22, '50
4946 Fence Riders.....Jan. 29, '50
4911 Joe Palooka Meets Humphrey.....Feb. 5, '50
4913 Blonde Dynamite.....Feb. 12, '50
4951 West of Wyoming.....Feb. 19, '50
4902 Young Daniel Boone.....Feb. 26, '50
4951 Border Renegade.....Mar. 5, '50
4907 Killer Shark.....Mar. 19, '50
4922 Square Dance Katy.....Mar. 25, '50
4909 Jiggs & Maggie Out West.....Apr. 23, '50
4952 Six-Gun Mesa.....Apr. 30, '50
Silent Dust (Brit.).....Dec. 29, '50

PARAMOUNT

4820 Great Gatsby.....Aug. 5, '49
4901 Top O' the Morning.....Sept. 5, '49
4902 Rope of Sand.....Sept. 23, '49
4903 My Friend Irma.....Oct. 14, '49
4904 Song of Surrender.....Oct. 28, '49
4905 Chicago Deadline.....Nov. 11, '49

Prod. No. Title Tradeshow or Release Date

REPUBLIC

4908 Red, Hot & Blue.....Nov. 25, '49
4907 Holiday Inn (R).....Dec. 2, '49
4908 The Lady Eve (R).....Dec. 2, '49
4909 The Great Lover.....Dec. 28, '49
4821 The Heiress.....Jan., '50
4910 Thelma Jordan.....Jan., '50
4911 Captain China.....Feb., '50
4912 Dear Wife.....Feb., '50
4915 Paid in Full.....Mar., '50
4913 So Proudly We Hail (R).....Mar., '50
4914 Wake Island (R).....Mar., '50
4917 Riding High.....Apr., '50
4916 After Midnight.....Apr., '50
4916 The Eagle and the Hawk.....May, '50
No Man of Her Own.....May, '50
Samson and Delilah.....Not Set

REPUBLIC

830 The Red Menace.....Aug. 1, '49
814 Brimstone.....Aug. 15, '49
867 Bandit King of Texas.....Aug. 29, '49
815 Post Office Investigator.....Sept. 1, '49
4901 The Kid From Cleveland.....Sept. 5, '49
843 Down Dakota Way.....Sept. 9, '49
816 Flame of Youth.....Sept. 22, '49
855 San Antonio Ambush.....Oct. 1, '49
4902 The Fighting Kentuckian.....Oct. 5, '49
817 Alias the Champ.....Oct. 15, '49
868 Navajo Trail Raiders.....Oct. 15, '49
856 Ranger of Cherokee Strip.....Nov. 4, '49
844 The Golden Stallion.....Nov. 15, '49
4981 Powder River Rustlers.....Nov. 25, '49
4904 Blonde Bandit.....Dec. 22, '49
4971 Pioneer Marshal.....Dec. 24, '49
4941 Bells of Condemn.....Jan. 8, '50
4907 Unmasked.....Jan. 30, '50
4962 Gunmen of Abilene.....Feb. 6, '50
4905 Sands of Iwo Jima.....Feb. 28, '50
4906 Belle of Old Mexico.....Not Set

RKO-RADIO

551 Roseanna McCoy.....Aug. 20, '49
903 Adventures of Ichabod & Mr. Toad.....Oct. 1, '49
907 She Wore a Yellow Ribbon.....Oct. 22, '49
906 The Outlaw.....Jan. 7, '50
944 Cinderella.....Mar. 11, '50
963 Joan of Arc.....July 29, '50

SPECIALS

904 Trouble in Texas.....Aug., '49
962 Gunga Din (R).....Aug. 13, '49
963 Lost Patrol (R).....Aug. 13, '49
903 Easy Living.....Sept. 3, '49
907 The Mysterious Desperado.....Sept. 10, '49
904 Savage Splendor.....Sept. 17, '49
911 Arctic Fury.....Oct. 1, '49
912 Masked Raiders.....Oct. 15, '49
910 Strange Bargain.....Oct. 22, '49
909 They Live By Night.....Nov. 5, '49
908 Bride for Sale.....Nov. 12, '49
916 Riders of the Range.....Nov. 19, '49
914 A Dangerous Profession.....Nov. 26, '49
915 The Threat.....Dec. 1, '49
913 Holiday Affair.....Dec. 24, '49
908 Woman on Pier 13.....Jan. 14, '50
952 My Foolish Heart.....Jan. 21, '50
The Tattooed Stranger.....(T) Feb. 1, '50
Storm Over Wyoming.....(T) Feb. 1, '50
909 The Man on the Eiffel Tower.....Feb. 4, '50
Vendetta.....Feb. 25, '50
Bed of Roses.....Mar. 4, '50

SELZNICK REL. ORG.

The Fallen Idol (Brit.).....Nov., '49
The Third Man (Brit.).....Jan. 15, '50

20TH CENTURY-FOX

921 Slattery's Hurricane.....Aug., '49
924 You're My Everything.....Aug., '49
922 Come to the Stable.....Sept., '49
923 I Was a Male War Bride.....Sept., '49
924 Thieves' Highway.....Oct., '49
925 Father Was a Fullback.....Oct., '49
926 Everybody Does It.....Nov., '49
927 Oh, You Beautiful Doll.....Nov., '49
931 Pinky.....Nov., '49

Prod. No. Title Tradeshow or Release Date

UNITED ARTISTS

930 Fighting Man of the Plains.....Dec., '49
929 Prince of Foxes.....Dec., '49
001 Dancing in the Dark.....Jan., '50
002 Whirlpool.....Jan., '50
003 When Willie Comes Marching Home.....Feb., '50
005 Dakota Lil.....Feb., '50
004 Twelve O'Clock High.....Feb., '50
007 Three Came Home.....Feb., '50
Under My Skin.....Mar., '50
008 Mother Didn't Tell Me.....Mar., '50
Cheaper by the Dozen.....Apr., '50
A Ticket to Tomahawk.....May, '50
The Big Lift.....May, '50
Night and the City.....June, '50
Broken Arrow.....June, '50

UNITED ARTISTS

Love Happy.....Aug. 5, '49
Black Magic.....Aug. 19, '49
Red Light.....Sept. 16, '49
Satan's Cradle.....Oct. 7, '49
Without Honor.....Oct. 21, '49
The Big Wheel.....Nov. 4, '49
Mrs. Mike.....Dec. 23, '49
Davy Crockett, Indian Scout.....Jan. 7, '50
Deadly Is the Female.....Jan. 21, '50
If This Be Sin.....Feb. 4, '50
Johnny Holiday.....Feb. 18, '50
D.O.A.....Mar. 11, '50
Quicksand.....Mar. 25, '50
Kiss for Corliss.....Apr. 8, '50
Champagne for Caesar.....Not Set

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702 Abbott & Costello Meet the Killer: Karloff.....Aug., '49
703 Once More, My Darling.....Aug., '49
704 The Blue Lagoon.....Aug., '49
All Over the Town (Brit.).....Aug., '49
723 Girl in the Painting (Brit.).....Aug. 20, '49
705 Yes Sir, That's My Baby.....Sept., '49
706 The Gal Who Took the West.....Sept., '49
707 Abandoned.....Oct., '49
708 Christopher Columbus (Brit.).....Oct., '49
709 Sword in the Desert.....Oct., '49
901 Free for All.....Nov., '49
902 The Story of Molly X.....Nov., '49
903 Bagdad.....Nov., '49
Underlow.....Dec., '49
906 Woman in Hiding.....Jan., '50
907 The Rugged O'Riordans.....Jan., '50
South Sea Sinner.....Jan., '50
910 Francis.....Feb., '50
909 Borderline.....Feb. 9, '50
Buccaneer's Girl.....Mar., '50
The Astonished Heart (Brit.).....Mar., '50
911 The Kid from Texas.....Mar., '50
Outside the Wall.....Mar., '50
Ma & Pa Kettle Go to Town.....Apr., '50
Strange Case of Madeline Smith (Brit.).....Apr., '50
I Was a Shoplifter.....May, '50
Comanche Territory.....May, '50
Sierra.....June, '50
Daybreak (Brit.).....Not Set
Hamlet (Brit.).....Not Set
Adam and Evelyn (Brit.).....Not Set
Tight Little Island (Brit.).....Not Set

WARNER BROTHERS

830 One Last Fling.....Aug. 6, '49
831 It's a Great Feeling.....Aug. 20, '49
901 White Heat.....Sept. 3, '49
902 House Across the Street.....Sept. 10, '49
903 Task Force.....Sept. 24, '49
904 Under Capricorn.....Oct. 8, '49
906 Beyond the Forest.....Oct. 22, '49
907 The Story of Seabiscuit.....Nov. 12, '49
908 Always Leave Them Laughing.....Nov. 26, '49
909 Farewell to Arms (R).....Dec. 10, '49
910 The Hatchet Man (R).....Dec. 10, '49
911 The Lady Takes a Sailor.....Dec. 24, '49
912 The Inspector General.....Dec. 31, '49
913 The Hasty Heart.....Jan. 14, '50
914 Montana.....Jan. 28, '50
915 Backfire.....Feb. 11, '50
905 Chain Lightning.....Feb. 25, '50
916 Young Man With a Horn.....Mar. 11, '50
Perfect Strangers.....Mar. 25, '50

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COLUMBIA

ALL-STAR COMEDIES

2411	Waiting in the Lurch (15%)	9-8-49	115
2421	Super Wolf (16)	10-13-49	171
2422	Wha' Happen? (16½)	11-10-49	171
2412	Let Down Your Aerial (17)	11-17-49	190
2423	French Frie Frie (16½)	12-8-49	191
2413	His Baiting Beauty (16)	1-12-50	191
2424	Held That Monkey (16)	2-16-50	191

JOLLY FROLICS (color)

2501	Ragtime Bear (7)	9-29-49	155
2502	Pushey de Leon (6½)	1-12-50	191

FILM NOVELTIES

2901	Yukon Canada (10)	12-22-49	191
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COMEDY FAVORITES (Reissues)

2431	Three Blonde Mice (16)	9-29-49	190
2432	The Speek Speaks (18)	10-20-49	155
2433	Love in Gloom (19)	12-15-49	191
2436	Calling All Curtains (16)	2-9-50	191

STOGE COMEDIES

2401	Malice in the Palace (16)	9-1-49	107
2402	Vagabond Loafers (16)	10-6-49	155
2403	Dunked in the Deep (17)	11-3-49	190
2404	Punchy Cowpunchers (17)	1-1-50	191
2405	Hugs and Mugs (16)	2-2-50	191

COLOR FAVORITES (Reissues)

2601	The Foxy Pup (7)	9-1-49	115
2602	Window Shopping (7½)	10-6-49	190
2603	Happy Tots (7)	11-3-49	171
2604	Hollywood Sweepstakes (8)	12-1-49	191
2605	Poor Elmer (8)	12-29-49	191
2606	Ye Olden Swap Shoppe (8)	1-19-50	191
2607	Kangaroo Kid (7½)	2-2-50	191

CANDID MICROPHONE

2551	Candid Microphone No. 1 (9)	10-27-49	191
2552	Candid Microphone No. 2 (11)	12-29-49	191
2553	Candid Microphone No. 3 (11)	2-23-50	191

THE MOVIES AND YOU

2999	The Sound Man (10)	1-19-50	191
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CAVALCADE OF BROADWAY

2651	Cafe Society (11)	11-17-49	171
2652	Blue Angel (11)	1-26-50	191

THRILLS OF MUSIC

2952	Miquelito Valdez & Orch. (10)	9-22-49	190
2951	Ina Ray Hutton (9)	1-1-50	190

SCREEN SNAPSHOTS

2851	Spin That Platter (11)	9-15-49	155
2852	Metion Picture Mothers Inc. (9)	10-13-49	191
2853	Hollywood Rodeo (9½)	11-17-49	190
2854	World Champions Hell Drivers (10)	12-15-49	191
2855	The Great Showman (10)	1-26-50	191

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2801	Horseshoe Wizardy (9)	9-22-49	135
2802	Winter Capers (8)	10-27-49	171
2803	World Champion Hell Drivers (9½)	11-24-49	191
2804	Racing Headliners (8½)	1-5-50	191
2805	King Archer (9)	2-23-50	191

M-G-M

FITZPATRICK TRAVEL TALKS (Color)

T-111	From Liverpool to Stratford (9)	9-10-49	43
T-112	Glimpses of Old England (9)	10-8-49	115
T-113	In Old Amsterdam (9)	11-27-49	171
T-114	How We Bit of Scotland (10)	12-17-49	191
T-115	Land of Tradition (9)	1-21-50	191

PETE SMITH SPECIALTIES

S-151	Water Trick (10)	11-5-49	130
S-152	How Come (10)	11-19-49	146
S-153	We Can Dream, Can't We? (9)	12-3-49	191
S-154	Sports Oddities (8)	12-31-49	191
S-155	Pest Control (8)	1-14-50	191
S-156	Crashing the Movies (8)	1-28-50	191

M-G-M TECHNICOLOR CARTOONS

W-131	Cat and the Mermouse (8)	9-3-49	50
W-132	Little Rural Riding Hood (6)	9-17-49	115
W-133	Love That Pup (8)	10-1-49	115
W-134	Jerry's Diary (7)	10-22-49	139
W-135	Out-Foxed (8)	11-5-49	139
W-136	Tennis Chumps (7)	12-10-49	191
W-137	Counterfeit Cat (7)	12-24-49	191
W-138	Little Quacker (7)	1-7-50	191
W-139	Saturday Evening Puss (7)	1-19-50	191

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GOLD MEDAL REPRINT CARTOONS

W-161	The Lonesome Mouse (c)	11-26-49	171
W-162	Baby Puss (7)	2-5-50	191
W-163	The Uninvited Pest (7)	3-10-50	191
W-164	Yankee Doodle Mouse (7)	3-10-50	191

PARAMOUNT

CHAMPION (Reissues)

Z9-1	Busy Little Bears (10)	10-7-49	107
Z9-2	Suddenly It's Spring (10)	12-2-49	171
Z9-3	Breezy Little Bears (11)	2-5-50	191
Z9-4	Cilly Goose (10)	3-10-50	191

POPEYE (Color)

E8-8	Silly Hill Billy (7)	9-9-49	43
E9-1	Barking Dogs Don't Bite (7)	10-28-49	107
E9-2	The Fly's Last Flight (7)	12-23-49	171
E9-3	How Green Is My Spinach (7)	1-27-50	191
E9-4	Gym Jam (7)	3-17-50	191

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R8-10	Running the Keys (10)	9-16-49	43
R9-1	Water Speed (10)	10-21-49	96
R9-2	The Husky Parade (10)	12-9-49	107
R9-3	Farther Down East (10)	1-20-50	191
R9-4	Aquatic House Party (9)	2-24-50	191
R9-5	Wild Goose Chase (10)	2-24-50	191

NOVELTOONS (Color)

P8-1	Leprechaun's Gold (10)	10-14-49	82
P8-2	Song of the Birds (8)	11-18-49	107
P8-3	Land of the Lost Jewels (10)	1-6-50	191
P8-4	Quack A-Doodle-Do (7)	3-3-50	191
P8-5	Teacher's Pest (8)	3-31-50	191

PACEMAKERS

K8-11	Tom Ewell in the Football Fan (11)	9-9-49	43
K8-12	Strawhat Cinderella (11)	9-23-49	50
K9-1	Tom Ewell in Caribbean Capers (10)	11-11-49	107
K9-2	Young Doctor Sam (10)	12-30-49	191
K9-3	Tom Ewell in the Rhumba Seat (11)	2-10-50	191

SCREEN SONGS (Color)

X8-11	Marriage Wows (7)	9-16-49	59
X8-12	The Big Flameup (7)	9-30-49	43
X9-1	Strolling Thru the Park (8)	11-4-49	107
X9-2	The Big Drip (8)	11-25-49	107
X9-3	Snow Foolin' (7)	12-16-49	171
X9-4	Blue Hawaii (7)	1-13-50	191
X9-5	Detouring Thru Maine (7)	2-17-50	191
X9-6	Shortenin' Bread (7)	3-24-50	191

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IMPOSSIBLE CARTOONS (Color)

883	Bungle in the Jungle (8)	5-15-49	59
884	Romantic Rombola (8)	6-15-49	4683

RKO

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94,706	Ferdinand the Bull (R)	7-15-49	4675
94,115	Winter Storage (7)	6-3-49	4651
94,116	Bubble Bee (7)	6-24-49	4683
94,117	Honey Harvester (7)	6-5-49	4691
94,118	Tennis Racquet (7)	8-26-49	4699
94,101	All in a Nutshell (7)	9-2-49	43
94,102	Goofy Gymnastics (8)	9-23-49	82
94,103	The Greener Yard (7)	10-14-49	139
94,104	Shaggy Dog (7)	11-14-49	139
94,105	Slide, Donald, Slide (7)	11-25-49	139
94,106	Toy Tinkers (8)	12-16-49	171
94,107	Pluto's Heart Throb (7)	1-6-50	179
94,108	Lion Around (7)	1-20-50	191
94,109	Pluto and the Gopher (6)	2-10-50	191
94,701	Lonesome Ghosts (R)	10-28-49	139
94,702	Farmyard Symphony (R)	12-30-49	179
94,703	How to Ride a Horse (R)	2-24-50	191
94,704	Funny Little Bunnies (R)	4-21-50	191

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03,201	Dog of the Wild (21)	10-7-49	82
03,202	Pal, Canine Detective (20)	12-18-49	191

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03,301	The Boy and the Eagle (15)	9-30-49	4731
03,901	Football Headlines of 1949 (17)	12-9-49	171

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04,301	Prize Fighter (8)	9-23-49	82
04,302	Australian Surf Masters (8)	10-21-49	139
04,303	Diamond Showcase (9)	11-18-49	139
04,304	Polo Aces (8)	12-16-49	171
04,305	Barnyard Skating (8)	1-13-50	191

LEON ERROL COMEDIES

03,701	Sweet Cheat (17)	10-28-49	107
03,702	Shocking Affair (15)	12-23-49	179
03,703	One Wild Night (16)	2-17-50	191

COMEDY SPECIALS

03,401	Prize Maid (18)	9-23-49	75
03,402	Bashful Romeo (16)	11-25-49	107
03,403	Groan and Grunt (17)	1-20-50	191
03,404	Put Some Money in the Pot (17)	3-17-50	191

SCREENLINERS

04,201	Piano Rhythm (8)	9-9-49	67
04,202	Hands of Talent (9)	10-7-49	82
04,203	Iron Ponies (8)	11-4-49	139
04,204	Square Dance Tonight (10)	12-2-49	171
04,205	Harbor Lady (8)	12-30-49	179

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93,602	Beaver Valley (27)	Not Set	191
93,603	Eskimo Family (27)	Not Set	191

THIS IS AMERICA

03,101	Holiday for Danny (17)	9-16-49	19
03,102	Spotlight on Mexico (16)	10-14-49	66
03,103	State Trooper (18)	11-11-49	89
03,104	Kilroy Returns (18)	12-9-49	171
03,105	You Can Make a Million (15)	1-6-50	191

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03,601	In the Devil's House (21)	9-9-49	43
03,602	Kickin' the Crown Around (18)	10-21-49	139
03,603	Snug in the Jug (20)	11-18-49	139
03,604	Odor in the Court (21)	12-30-49	179

EDGAR KENNEDY SERIES (Reissues)

03,501	Hot Pot (17)	9-23-49	107
03,502	Two for the Money (17)	11-4-49	99
03,503	A Trailer Tragedy (17)	12-2-49	139
03,504	Sunk by the Census (18)	1-13-50	191

20TH CENTURY-FOX

MOVIEZONE ADVENTURES

9254	Maine Sail (8)	8-49	190
9255	Realm of the Redwoods (c)	9-49	191
9201	Ahoy, Davy Jones (11)	10-49	191
9202	Aboard the Flattop Midway (11)	11-49	191
9203	Midwest Metropolis (11)	12-49	191
9256	Jewel of the Baltic (8)	12-49	191

MOVIEZONE MELODIES

8101	Charlie Barnett & Band (11)	7-49	190
7001	Lawrence Welk & His Champagne Music (11)	1-50	191
7002	Red Inglo and His Gang (11)	3-50	191

MOVIEZONE SPECIALTY

9802	The Hunter (9)	8-49	190
9803	Shadows on the Snow (9)	9-49	191
9601	Talented Beauties (11)	6-49	4643
9602	Fashions of Yesteryear (8)	11-49	190

FEMININE WORLD (Ilka Chase)

9304	Future Champs (9)	7-49	190
9305	Holiday on Skis (9)	9-49	191
3001	Skating is Believing (9)	1-50	191
3002	Jib to Tonsil (8½)	2-50	191
3051	Freddie in Sports (9)	3-50	191

TERRYTOONS (Color)

9513	Mrs. Jones' Rest Farm (7).....	8-49	35
9514	Sourpuss in the Covered Pushcart (7).....	9-49	190
9515	A Truckload of Trouble (7).....	10-49	190
9516	Mighty Mouse in Perils of Pearl Purheart (7).....	10-49	190
9517	Talking Magpies in Dancing Shoes (7).....	11-49	190
9518	Flyvna Cuns and Sauacers (7).....	11-49	190

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6002	A-Speed on the Deep (10).....	12-24-49	179	6301	Tom Thumb in Trouble (7).....	9-23-49	67	5724	Which Is Witch (7).....	12-3-49	139	6102	Calling All Girls (20) (R).....	11-26-49	139
6004	Hands Tell the Story (10).....	2-4-50	6302	Farm Frelies (7).....	10-14-49	107	5725	Rabbit Hood (7).....	12-24-49	171	6103	The Grass Is Always Greener (20).....	1-7-50	179
6005	Sitzmarks the Spot (10).....	3-11-50	6303	The Hep Cat (7).....	11-12-49	139	6719	Murky on the Bunny (7).....	2-11-50	6104	Vaudeville Days (20) (R).....	2-25-50
TECHNICOLOR SPECIALS				6304	Toy Trouble (7).....	12-31-49	179	6720	Homeless Hare (7).....	3-11-50	SERIALS			
6001	Traillin' West (20).....	9-30-49	75	6305	My Favorite Duck (7).....	1-28-50	179	JOE McDOAKES COMEDY				COLUMBIA			
6002	Jungle Terror (20).....	11-5-49	107	6306	The Sheepish Wolf (7).....	3-4-50	6401	So You Want to Get Rich Quick (10).....	10-28-49	107	1160	Great Adventures of Wild Bill Hickok (R) (15 episodes).....	9-8-49	50
6003	Snow Carnival (20).....	12-17-49	171	6707	Double Chaser (7).....	3-23-50	6402	So You Want to Be An Actor (10).....	12-3-49	139	2120	Adventures of Sir Galahad (15 chapters).....	12-22-49	156
6004	Women of Tomorrow (20).....	3-18-50	MERRIE MELODIES CARTOONS (Color)				6403	So You Want to Throw a Party (10).....	2-4-50	REPUBLIC			
SPORTS PARADE (Color)				5712	Dough for the Do-Do (7).....	9-2-49	43	MELODY MASTER BAND				893	King of the Rocket Men (12 episodes).....	10-29-49	75
5513	Hunting the Fox (10).....	9-2-49	43	5713	East and Furry-us (7).....	9-16-49	59	6801	U. S. Calif. Band & Glee Club (10) (R).....	9-16-49	75	4981	The James Brothers of Missouri (12 chapters).....	1-21-50	190
6501	The Little Archer (10).....	10-7-49	107	5714	Each Dawn I Crow (7).....	9-23-49	75	6802	Emil Coleman & Orch. (10).....	12-3-49	139	4982	Radar Patrol vs. Spy King 4-13-50 (12 Chapters).....	4-13-50
6502	Kings of the Redskins (10).....	11-19-49	139	5715	Swallow the Leader (7).....	10-14-49	107	6803	40 Boys and a Song (10) (R).....	1-14-50	179				
6503	Happy Holidays (10).....	12-10-49	171	5716	Bye Bye Blue Beard (7).....	10-21-49	107	6804	Bob Willie & His Texas Playboys (10) (R).....	2-11-50				
6504	Let's Go Boating (10).....	1-21-50	179	5717	For Sentimental Reasons (7).....	11-12-49	139	FEATURETTE							
6505	That's Bully (10).....	2-18-50	5718	Hippety-Hopper (7).....	11-19-49	139	6101	Pigskin Passes (20).....	9-9-49	43				
6506	This Sporting World (10).....	3-23-50	601	Bear Feet (7).....	12-10-49	171								
SPORTS NEWS REVIEWS				6702	A Ham in a Role (7).....	12-31-49	179								
5606	Spills & Chills (10).....	9-16-49	2	6703	Home, Sweet, Home (7).....	1-14-50	179								
BLUE RIBBON CARTOONS (Color)				6704	Boots in the Woods (7).....	1-28-50	179								
5513	Inki & Mina Bird (7).....	8-20-49	2	6705	The Lion's Busy (7).....	2-18-50								
(Reissues)				6706	The Scarlet Pumpernickel (7).....	3-4-50								
				"BUGS BUNNY" SPECIALS (Color)											
				5723	Frigid-Hare (7).....	10-7-49	82								

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Bachelor" offers some winning performances and lots of children—invariably a drawing point.

William Holden heads the cast and discharges his duties with pleasant simplicity. It's he who sings the songs. Coleen Gray is the pretty judge's daughter whose hand he finally wins and little Mary Jane Saunders is cute in her role as the only girl in a group of waifs. Charles Winninger as usual brings his hearty friendliness to the screen as the blustery boss of a traveling medicine show.

The film was directed by Norman Foster and Abby Berlin with pronounced accent on the sentimental and the homespun. Holden, a footloose, carefree minstrel man working in Winninger's show, comes upon a group of children living alone in a house on the outskirts of a small southern town. Their parents are dead but they don't know it. Holden slowly adopts the kids, gets a job to buy them food and new clothes and sticks up for them when bully Frederic Tozere insults them. To spite Coleen he almost marries Lillian Bronson, but everything turns out all right.

Seen at the Columbia screening room in New York. *Reviewer's Rating: Fair.*—F. H.

Release date, February, 1950. Running time, 84 minutes. PCA No. 14129. General audience classification.
Johnny Rutledge.....William Holden
Prudence Millett.....Coleen Gray
May Chalotte.....Mary Jane Saunders
Charles Winninger, Stuart Erwin, Clinton Sundberg, Gary Gray, Sig Ruman, Billy Gray, Frederic Tozere

Cry Murder

Film Classics-Leven — Mystery Melodrama

This film produced by Edward Leven Productions with Jack Glenn as director, is a mild affair about a blackmail, murder, and a marriage in danger of breaking up. Filmed in New York, "Cry Murder" hasn't got too much in the way of production values; it is wordy without compensating action; and the acting is on par with the other aspects of the picture.

The story tells about a young actress who has retired from Hollywood to marry the son of a prominent politician. The woman is being blackmailed by a second-rate artist who has stolen some letters from her which seemingly could be grounds for suspicion. During a payoff, she is knocked unconscious and when she comes to, finds herself involved in a murder.

From that point on, the story wends its way with a private detective helping the girl find the real culprit. The father-in-law, who was against the marriage in the first place, must now accept his daughter-in-law as his son wants him to. Also, the girl's reputation is cleared when it turns out that the letters were merely being sent to a previous boy friend, a veteran, whose morale needed bolstering.

The actors do the best they can. Carole Mathews plays the actress; Jack Lord the blackmailer, and Eugene Smith, the husband.

James Carhartt and Nicholas Winter did the screenplay from an original play by A. B. Shiffrin.

Reviewed at a New York screening room. *Reviewer's Rating: Fair.*

Release date, January, 1950. Running time, 63 minutes. General audience classification.
Norma Alden.....Carole Mathews
Tommy Warren.....Jack Lord
Michael Alden.....Eugene Smith
Senator Alden.....Howard Smith
Hope Miller, Tom Pedi, Harry Clark, Tom Ahearne

Belle of Old Mexico

Republic—Music and Romance

Comedy, music and the romantic touch are mixed effectively in this lively piece of nonsense about a young college professor who journeys southward to Mexico to adopt a little girl. With catchy rhythms interlacing this amusing story, the film should prove satisfactory.

Robert Rockwell takes the part of the college professor who wants to adopt Estelita Rodriguez in line with his war-time pledge to her dying father. Needless to say, when he gets down to Mexico, he finds Estelita quite a grown up and beautiful young lady. That's where the trouble starts, involving Dorothy Patrick, Rockwell's fiancee and assorted members of the perturbed board of trustees of the college.

R. G. Springsteen directed from the screenplay by Bradford Ropes and Francis Swann. Edward J. White was the associate producer.

Before Rockwell finally discovers that in Estelita he has found his real love, there are misunderstandings and troubles a-plenty. Some very funny scenes are contributed by Fritz Feld as a crackpot psychologist. Others in the cast include Thurston Hall, Florence Bates and Dave Willock.

Miss Rodriguez proves that she can act and has a fine voice to offer Latin American rhythms. She is backed effectively by Carlos Molina and his Orchestra.

Seen at the Republic screening room in New York. *Reviewer's Rating: Fair.*

Release date, Not set. Running time, 70 minutes. PCA No. 14110. General audience classification.
Rosita.....Estelita Rodriguez
Kip Armitage III.....Robert Rockwell
Deborah.....Dorothy Patrick
Thurston Hall, Florence Bates, Dave Willock, Gordon Jones, Fritz, Anne O'Neal

The Tattooed Stranger

RKO Radio—Crime in New York

With New York as its locale and the documentary technique of film making much in evidence, this is a well-made crime thriller that should please the audience at which it is aimed. Like a number of its predecessors, it is devoted to a searching examination of the city's crime detection apparatus.

None of the actors used are known, but their

performances are adequate in the unchallenging roles. John Miles plays the young police detective who pieces together bits of evidence and who finally shoots it out with the killer in the storage yard of a tombstone cutter. Patricia White is the pretty botanist who helps him in his work and with whom he is romantically linked.

The film was produced and written by a trio of men who have in the past collaborated in a long series of the "This Is America" shorts, the picture being a production of RKO Pathe. They are Jay Bonafide, producer; Douglas Travers, associate producer, and Phil Reisman, Jr., who did the original screenplay.

Director Edward J. Montagne keeps things moving at a brisk pace and with a number of skillfully-staged climaxes. The story tells of the discovery of the body of a dead girl in a car parked in Central Park. The only clue is the small tattoo of a marine emblem on her arm. It is learned that she was a bigamist who defrauded the Government of the insurance checks of her service-men "husbands" and that it was one of these who committed the crime.

Seen at a New York screening room. *Reviewer's Rating: Average.*

Release date, Not set. Running time, 64 minutes. PCA No. 14116. General audience classification.
Detective Tobin.....John Miles
Mary Mahan.....Patricia White
Lieutenant Corrigan.....Walter Kinsella
Frank Tweddell, Rod McLennan, Henry Lasko, Arthur Jarrett, Jim Boles, William Gibberson

REISSUE REVIEWS

JOHNNY EAGER

Metro-Goldwyn-Mayer

The highly inflammable combination of Robert Taylor and Lana Turner heads the cast of the story of a criminal who reforms but must pay with his life for his misdeeds. Edward Arnold, Van Heflin, Robert Sterling and Glenda Farrell make up the supporting cast. Taylor plays a notorious gangster and racketeer who involves Lana in a crime she didn't commit but then falls in love with her. The MOTION PICTURE HERALD review of December 13, 1941, called the picture "calculated to maintain interest, with ingenuities in plot, action and shooting." It was reissued, December 22, 1949.

HIT THE ICE

Eagle Lion

This is a reissue of one of the Bud Abbott-Lou Costello comedies with all the wacky fun the two comedians usually manage to scare up. Johnny Long's band is heard and the popular Ginny Simms has an important part in the story. Sun Valley is the locale of this picture. The MOTION PICTURE HERALD reviewer said of the film on July 3, 1943: "Hit the Ice" is Escapist Entertainment with two capital E's." Needless to say, skating plays a prominent part in this Universal film, reissued in December 1949.

SHORT SUBJECTS

reviews and synopses

Reviews and synopses of short subjects printed in Product Digest are indexed in the Short Subjects Chart, Product Digest Section, pages 188-189.

Running times are those furnished by the distributor.

WINDOW SHOPPING (Col.)

Color Favorites (2602)

The antics of cartoon characters coupled with color and musical accompaniment are recorded in this fantasy. Three mice cavort around the city throughout the night, winding up in a restaurant for an early morning snack before rushing back to the safety of their den beneath a man hole cover.

Re-Release date, October 6, 1949 7½ minutes

THREE BLONDE MICE (Col.)

Comedy Favorites (2431)

When Alan Mowbray is stopped for speeding, he tells the cop as a convenient excuse that his wife is having a baby. When the cop insists upon coming along, Alan has a heck of a time finding a baby. Funny enough to warrant a reissue.

Re-Release date, September 29, 1949 16 minutes

INA RAY HUTTON AND ORCHESTRA (Col.)

Thrills of Music (2951)

The blonde bombshell of the bandstand leads her all-male aggregation through a trio of tunes geared to set feet a'tappin'. The one-reeler starts with "Angry" followed by "Three Little Bears," and concludes with rumba tempo.

Release date, January 5, 1950. 9 minutes

MIGUELITO VALDEZ AND ORCHESTRA (Col.)

Thrills of Music (2952)

Miguelito Valdez and his orchestra, the stunning De Castro Sisters, and disc jockey Barry Gray join forces to make this top musical reel in Latin rhythm. Renditions of "Negro," "The Cat's Whiskers," and "Cumbachero" are featured.

Release date, September 22, 1949 10 minutes

LET DOWN YOUR AERIAL (Col.)

All Star Comedies (2412)

Eddie Quillan, aided by his friend, decides to install a television set in his home while his wife is away. The friend suggests a party at the same time. They proceed to wreck the house and at the height of the party, Eddie's wife returns. The film ends with a bang as the video wires cross and the set goes up in smoke.

Release date, November 17, 1949 17 minutes

CHARLIE BARNET AND BAND (20th-Fox)

Movietone Melodies (8101)

Charlie Barnet and his band entertain with special arrangements of popular music. "Red-skin Rumba," "Atlantic Jump" and "My Old Flame" are featured.

Release date, July 1949 11 minutes

FUTURE CHAMPS (20th-Fox)

Sports Review (9304)

Training youth at an early age in athletics is the theme here. Swimming, diving, with water ballet, and skiing are the sports covered. Mel Allen supplements the film with lively comments.

Release date, July 1949 9 minutes

DUNKED IN THE DEEP (Col.)

Stooge Comedies (2403)

The Three Stooges become unwittingly involved with a spy, who has secreted files stolen from the government in three watermelons. Shanghaied on board ship, the Stooges discover the files and end up heroes after a series of laugh-provoking episodes.

Release date, November 3, 1949 17 minutes

THE HUNTER (20th-Fox)

Movietone Specialty (9802)

Forest life with beautiful floral photographic effects is set to music and sound in this subject designed to appeal to an esthetic audience. It shows a hunter stalking his victim, and then sparing a defenseless doe and her family.

Release date, August 1949 9 minutes

HOLLYWOOD RODEO (Col.)

Screen Snapshots (2853)

The Los Angeles Memorial Coliseum is the setting for the annual rodeo with Gene Autry on hand to describe the color and introduce some Hollywood luminaries including Jane Russell and John Wayne, who join in the festivities. The short features plenty of fast-paced action.

Release date, November 17, 1949 9½ minutes

MAINE SAIL (20th-Fox)

Movietone Adventures (9254)

Pemaquid Harbor, Boothbay, Wicasset, and Bailey's Island are viewed in this Technicolor adventure film covering the New England coast. A typical downeast clambake with all the usual trimmings is featured.

Release date, August 1949 8 minutes

BEAUTY AND THE BEACH (Univ.)

Variety Views (4347)

This shows the funny side of the hordes that pack the beaches on hot summer days. From the bawling kid who has strayed from his hot-dog-and-pickle-eating family to the promiscuous "neekers," the humorous angle is emphasized.

Release date, September 5, 1949 9 minutes

MOVIES AND ADVENTURE (Univ.)

One-Reel Special (4204)

Members of a small American family seated in a theatre are taken on a worldwide adventure through the media of the moving pictures. It shows each one imagining himself as the particular hero or heroine on the screen and thoroughly enjoying it.

Release date, August 22, 1949 10 minutes

SOURPUSS IN THE COVERED PUSH-CART (20th-Fox)

Terrytoon (9514)

Sourpuss and Gandy are travelling in an ultra-modern trailer when the car is invaded by a redskin who wants to scalp them but instead gets himself entangled in the modern machinery of the trailer. When his hatchet touches some electrical wires he is blown skyward.

Release date, September, 1949 7 minutes

A TRUCKLOAD OF TROUBLE (20th-Fox)

Terrytoon (9515)

A cat, a dog and a bird hitch a ride on the rear of a moving van driven by a tough bulldog. When he discovers the unwelcome riders he puts them to work loading up the van, but plenty of hijinks occur before a surprising finale.

Release date, October, 1949 7 minutes

LIONEL HAMPTON AND ORCHESTRA (Univ.)

Name Band Musicals (5302)

Lionel Hampton's red-hot arrangements are featured with Kitty Murray doing a comedy skit and Sonny Parker and Lorene Carter handling the vocals. Also in the film are Lawrence and Lillian Williams, boy and girl dance team; Curley Hamner, comic dancer; and Joe Adams, disc jockey.

Release date, December 7, 1949 15 minutes

AHOY, DAVY JONES (20th-Fox)

Movietone Adventures (9201)

Here is an interesting study of the history of man's attempts to learn the ocean's secrets. The various methods man has used over the years to explore below the ocean's surface are shown, including various diving bells, suits and other paraphernalia allowing him to stay under water for lengths of time.

Release date, October, 1949 11 minutes

FASHIONS OF YESTERYEAR (20th-Fox)

Feminine World (9602)

Iika Chase, with her sparkling personality, comments on the "new look" back in 1900, 1920, 1929 and other periods in fashion. Sport clothes, beach clothes, furs, gowns, all come in for pictorial and verbal comment, making entertaining film fare.

Release date, November, 1949 8 minutes

THE TALKING MAGPIES IN DANCING SHOES (20th-Fox)

Terrytoon (9517)

Heckle and Jeckle set up business in a hotel and try to sell mechanical shoes. The hotel detective, an irascible dog, tries to eject the Magpies, and hijinks follow as they race through the hotel. The law triumphs, and the silly salesmen flee with their unappreciated ware.

Release date, November, 1949 7 minutes

FLYING CUPS AND SAUCERS (20th-Fox)

Terrytoon (9518)

When two odd-looking cats in search of mice descend from the skies in a large object resembling a cup and saucer, a funny and furious fight results. The balmy battle takes place between the lunar cats, the mice, and a treacherous dog who volunteers to reveal the hiding place of the mice.

Release date, November, 1949 7 minutes

MIGHTY MOUSE IN THE PERILS OF PEARL PUREHEART (20th-Fox)

Terrytoon (9516)

In the manner of the old-time movie serial, Oil Can Harry, evil cat, has designs on Pearl Pureheart, a cute mouse. She is subjected to all sorts of torture and narrowly escapes death through the heroic rescues of Mighty Mouse who foils the villain.

Release date, October, 1949 7 minutes

SERIAL

THE JAMES BROTHERS OF MISSOURI (Republic)

Serial (4981)

Crammed with the dangerous adventures of Frank and Jesse James, Republic's newest western serial has 12 thrill-filled episodes designed to keep the serial fans impatiently awaiting each new chapter. Keith Richards and Robert Bice are cast as the daringly reckless brothers, with Noel Neill in the feminine lead; Roy Barcroft as the villain; and Patricia Knox, Lane Bradford and Eugene Roth among some of the supporting names. The theme of the story reveals Frank and Jesse, desiring to re-establish themselves as members of society, lending their support to the pretty daughter of a murdered friend in an effort to build her freight line against the constant murderous attacks from crooked rival freighters. Fred C. Brannon directed. Franklin Adreon is the associate producer.

Release date, January 21, 1950 12 episodes

MID-CENTURY: HALF WAY TO WHERE? (20th-Fox)

March of Time (V. 16-1)

At the mid-century mark, the March of Time, in its usual crisp and efficient manner, stops to examine the state of the world with an occasional glance backward and a hopeful eye toward the future. This is an interesting short, presenting a number of prominent personalities and their views on the future. They include Walter Reuther, who speaks for labor; Robert Oppenheimer, the scientist; General Omar Bradley, chairman of the Joint Chiefs of Staff, and David Sarnoff, RCA chairman. There also is a somewhat amusing sequence in which Harry Pollitt, British Communist leader, says all roads will lead to Communism. The subject points out the fear and tension permeating every-day life at this mid-century point and leads up to the United Nations as the only hope for a lasting peace.

Release date, February 3, 1950 17 minutes

A-HAUNTING WE WILL GO (Univ.)

Lantz Tech. Cartune (5321)

This Walter Lantz Cartune stars Lil' Eightball in his adventure with the ghosts. When a spook appears, our little dark-skinned hero stoutly maintains his fearlessness, but when a group of spirits gang up on him his chattering teeth beat an accompaniment to the ghosts' laughter.

Release date, November 7, 1949 7 minutes

JOLLY LITTLE ELVES (Univ.)

Lantz Tech. Cartune (5323)

Three little elves are befriended by a shoe-maker and his wife who are practically down and out. In appreciation the elves stock up the store with new footwear, and the subject ends with the happy couple giving a party for the elves.

Release date, January 2, 1950 7 minutes

KITTENS' MITTENS (Univ.)

Lantz Tech. Cartune (5322)

This reissued subject with definite appeal to children, is the story of three kittens who are mean to an orphan kitten. A happy climax is brought about when the mother cat adopts the little orphan and treats them all to pie.

Release date, December 5, 1949 7 minutes

POOR ELMER (Col.)

Color Favorites (2605)

The hospital staff is anxiously awaiting the arrival of a patient and the doctors and nurses are preparing for a major operation. The big laugh of this reissue in Technicolor comes when a woman alights from a town car followed by a stretcher bearing a small goldfish—the patient.

Re-Release date, December 29, 1949 8 minutes

COYOTE CANYON (Univ.)

Musical Westerns (5351)

Tex Williams, with his two loyal pals, Smokey and Deuce, is a roaming cowhand in this musical featurette. He hunts down the outlaw for whom he had been mistaken and jailed. Donna Martell has the feminine lead, and three new western tunes are featured.

Release date, November 17, 1949 26 minutes

PAINT POT SYMPHONY (20th-Fox)

Terrytoon (9519)

A trio of zany house painters, consisting of a cat, a dog, and a bird, perform an involuntary ballet on high scaffolding as they clumsily attempt to decorate the exterior of a skyscraper.

Release date, December, 1949 7 minutes

YOUNG DOCTOR SAM (Paramount)

Pacemaker (K 9-2)

The small-town physician is portrayed in this subject which traces the activity of Doctor Sam Dennison, Army returnee. He and Mrs. Dennison, ex-Army nurse, carry on the work together and earn their right to fame in the gratitude and love of the townspeople.

Release date, December 30, 1949 10 minutes

DISC JOCKEYS, U.S.A. (Col.)

Screen Snapshots (2854)

Song stylist Jack Smith accompanies the camera on a country-wide tour, introducing the various disc jockeys encountered along the way. Some of the jocks coming within camera range are Fred Robbins, Norman Brokenshire, Jack Lacey, Bill Hager, Al Brock.

Release date, December 15, 1949 10 minutes

HOLLYWOOD SWEEPSTAKES (Col.)

Color Favorites (2604)

Filmed in Technicolor, the subject tells the story of a crack 2-year-old primed for the Hollywood Sweepstakes, who catches cold and is unable to enter the race. A small pony is substituted in the race without much hope, but the pony surprises all by coming under the wire first.

Release date, December 1, 1949 8 minutes

YUKON CANADA (Col.)

Film Novelties (2901)

The scenic beauty of the Yukon forms a striking backdrop for this one-reeler, which follows winding trails past towering white-capped mountains and through picturesque valleys. Mining is the territory's main source of income, and hunting and fishing are the primary forms of recreation.

Release date, December 22, 1949 10 minutes

MIGHTY MOUSE IN STOP, LOOK AND LISTEN (20th-Fox)

Terrytoon (9520)

Oil Can Harry, malevolent cat, again has Pearl Pureheart, cute mouse, in his clutches, and a series of breathtaking events take place in typical old-time movie serial fashion. Mighty Mouse is the hero who thwarts the dastardly cat at every turn.

Release date, December, 1949 7 minutes

FRENCH FRIED FROLIC (Col.)

All Star Comedies (2423)

Wally and Tim become involved with a couple of French girls who want them to pose as their husbands so they can collect from a rich uncle. The short races at a laugh-a-minute clip and is a sure-bet to be enjoyed by all.

Release date, December 8, 1949 16½ minutes

LOVE IN GLOOM (Col.)

Comedy Favorites (2433)

"Efficiency expert" Henny Youngman arrives at the "Meet a Mate" agency and immediately begins to revamp operations in an effort to hypo business. Coming in for bows during the hilarious and melodic proceedings are the Radio Rogues and Al Shean.

Release date, December 15, 1949 19 minutes

RACING HEADLINERS (Col.)

World of Sports (2804)

This short centers upon the Calumet Farm, producers of such racing bluebloods as Citation, Coaltown, Armed, and Ponder. Narrated by Bill Stern, the film, in addition to illustrating the proper training of a potential money-maker, shows the top races of each of the thoroughbreds.

Release date, January 5, 1950 8½ minutes

SHADOWS ON THE SNOW (20th-Fox)

Movietone Specialty (9803)

The camera of Arne Sucksdorff seeks out the hunter and his child as they tangle with a wild bear. The hunter stalks the bear until the better part of valor makes him retrace his steps, empty-handed.

Release date, September 1949 9 minutes

HOLIDAY ON SKIS (20th-Fox)

Sports Review (9305)

A skiing party boarding a plane in New York heads for the southland, arriving at Luquillo Beach in Puerto Rico. While Ed Thorgeren narrates, the party demonstrates water skiing and performs stunts.

Release date, September 1949 9 minutes

HOW GREEN IS MY SPINACH (Para.)

Popeye (E 9-3)

Bluto, who never wins an argument with Popeye, no matter how many cartoons they star in, hits on the idea that if he can curtail Popeye's spinach he'll be top man. Things look bleak to Popeye without his spinach, but he sends a plea to the audience and a little boy hurls him a can, and Popeye wins as usual.

Release date, January 27, 1950 7 minutes

WORLD CHAMPION HELL DRIVERS (Col.)

World of Sports (2803)

The famous Hell-Drivers, reckless daredevils who invite disaster with every turn of the wheel, are in this action-packed one-reeler narrated by Bill Stern. In the thrilling exhibition, racing fans will recognize Bill Bonner, Bill Horton, Johnny Rogers, George Patton, and Neil Hamilton as they manipulate their cars.

Release date, November 24, 1949 9½ minutes

ABOARD THE FLATTOP MIDWAY (20th-Fox)

Movietone Adventures (9202)

The cameraman accompanies the Flattop Midway as the ship puts to sea. Details of a typical cruise on maneuvers are shown in the film, with takeoffs and landings, simulated enemy attacks, briefing room instructions, and other aspects of the carrier's activities afloat.

Release date, November 1949 11 minutes

JEWEL OF THE BALTIC (20th-Fox)

Movietone Adventures (9256)

With George Carson Putnam narrating, this Technicolor subject deals with Stockholm, capital of Sweden. It shows scenes of the old town contrasted with the new, and highlights the activities of the Royal Family.

Release date, December 1949 8 minutes

LAND OF THE LOST JEWELS (Para.)

Noveltoon (P 9-3)

A routine fishing trip of two youngsters turns out to be a magical excursion to the bottom of the sea. An educated fish takes Isabel and Billy underwater to Fishdom, where they encounter fascinating adventure.

Release date, January 6, 1950 10 minutes

CANDID MICROPHONE NO. 1 (Col.)

Candid Microphone (2551)

Once again cameras and microphones are carefully hidden and trained to catch the reactions of the unsuspecting "actors" as Allen Funt, originator of the series, plants his camera in a plumber's shop and a honeymoon center.

Release date, October 27, 1949 9 minutes

REALM OF THE REDWOODS (20th-Fox)

Movietone Adventures (9255)

A trip to San Francisco showing the landmarks of the city is shown, then on to Mt. Shasta and the famed dam. At Mr. Lassen, the redwood country, the lumbermen and their methods are filmed. The camera concludes its tour with visits to Sacramento, Monterey, Pebble Beach and Yosemite Valley.

Release date, September, 1949 8 minutes

CANDID MICROPHONE NO. 2 (Col.)

Candid Microphone (2552)

Plenty of laughs result when people are caught unawares by Allen Funt and his hidden mike. A shopper, life-guard, bather, and pretty young model with Hollywood aspirations are the stars of this one-reeler.

Release date, December 29, 1949 11 minutes

SOUTH OF SANTE FE (Univ.)

Musical Westerns (5352)

The singing cowboy, Tex Williams, is a Free Ranger in this subject who tracks down a mysterious outlaw gang. Thrilling gun battles, a stampede, and three new western tunes are in the film with Tex's comedy pals, Smokey Rogers and Deuce Spriggins, and Donna Martell, romantic interest, adding their support.

Release date, December 22, 1949 25 minutes

THE RELEASE CHART

Index to Reviews and Advance Synopses, with Rating Data in *PRODUCT DIGEST* SECTION

Release dates and running time are furnished as soon as available. Advance dates are tentative and subject to change. Running times are the official times supplied by the distributor.

All page numbers on this chart refer to pages in the *PRODUCT DIGEST* SECTION of *MOTION PICTURE HERALD*.

Short Subjects Chart with Synopsis Index can be found on pages 188-189, issue of February 11, 1950.

Feature product listed by Company on page 187, issue of February 11, 1950. For complete listing of 1948-49 Features by Company, see *Product Digest*, pages 4732-4733, issue of August 27, 1949.

For exploitation see Managers' Round Table section.

* following a title indicates a box office Champion.

Picture ratings under National Groups are estimates by leading women's organizations and national review committees: A—Adults (over 18 years), Y—Youth (ages 12 to 18), C—Children (ages 8 to 12). Legion of Decency Ratings: A-1, Unobjectionable; A-2, Unobjectionable for Adults; B, Objectionable in part; C, Condemned.

(S) before a page number indicates advance synopsis.

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED (S) = synopsis		Nat'l Groups	RATINGS	
				Issue	Page		L of D.	Herald Review
ABANDONED (707)	Univ.	Dennis O'Keefe-Gale Storm	Oct., '49	79m	Oct. 8	41	A	A-2 Good
Abbott & Costello Meet the Killer, Boris Karloff (702)	Univ.	Abbott-Costello-Karloff	Aug., '49	84m	Aug. 6	4706	AY	A-1 Fair
Adam and Evalyn (Brit.)	Univ.	Stewart Granger-Jean Simmons	Not Set	92m	Nov. 26	98		Good
Adam's Rib (71)*	MGM	Spencer Tracy-Katharine Hepburn	Nov. 18, '49	101m	Nov. 5	73	A or AY	A-2 Excellent
Adventures of Ichabod & Mr. Toad, The (color) (093)	RKO	Walt Disney Feature	Oct. 1, '49	68m	Aug. 27	4730	AYC	A-1 Excellent
Against the Wind (Brit.) (965)	EL	Robert Beatty-Simone Signoret	Sept., '49	95m	May 28	4626	AYC	B Good
Air Hostess (120)	Col.	Gloria Henry-Ross Ford	Aug. 25, '49	61m	Aug. 13	(S)4715		A-1
Alias the Champ (817)	Rep.	Robert Rockwell-Barbara Fuller	Oct. 15, '49	80m	Oct. 29	66		A-2 Good
Alimony (931)	EL	John Beal-Martha Vickers	June 11, '49	71m	June 25	4659		B Fair
All the King's Men (227)	(Col.)	Broderick Crawford-Joanne Dru	Jan., '50	109m	Nov. 5	73	A or AY	B Excellent
Always Leave Them Laughing (908)*	WB	Milton Berle-Virginia Mayo	Nov. 26, '49	116m	Nov. 26	97	AYC	B Very Good
Amazing Mr. Beecham (Brit.) (021)	EL	Cecil Parker-A. E. Matthews	Not Set	85m	Dec. 31	137	AYC	A-2 Good
Ambush (13)	MGM	Robt. Taylor-John Hodiak-Arlene Dahl	Jan. 13, '50	89m	Dec. 24	129	AYC	A-1 Very Good
And Baby Makes Three (229)	Col.	Robert Young-Barbara Hale	Dec., '49	84m	Dec. 3	105	A	B Average
Angels in Disguise (4818)	Mono.	Leo Gorcey-Huntz Hall	Sept. 25, '49	63m	Nov. 26	98	AYC	A-2 Fair
Anna Lucasta (148)	Col.	Paulette Goddard-Oscar Homolka	Aug., '49	86m	July 16	4682	A	B Very Good
Any Number Can Play (930)*	MGM	Clark Gable-Alexis Smith	July, '49	102m	June 4	4633	A	A-2 Good
Apache Chief (4824)	Lippert	A. Curtis-R. Hayden-C. Thurston	Nov. 4, '49	60m	Oct. 22	59		A-1 Fair
Arctic Fury (011)	RKO	Del Cambre-Eve Miller	Oct. 1, '49	61m	Oct. 1	34	AYC	A-1 Good
Arctic Manhunt (695)	Univ.	Mikel Conrad-Carol Thurston	May, '49	69m	May 7	(S)4600		A-1
Arson, Inc. (4819)	Lippert	Robert Lowery-Anne Gwynne	June 24, '49	65m	May 7	4598		A-1 Good
BACKFIRE (915)	WB	Virginia Mayo-Gordon Mac Rae	Feb. 11, '50	91m	Jan. 21	161	A	A-2 Good
Bagdad (color) (903)*	Univ.	M. O'Hara-P. Christian-V. Price	Nov., '49	82m	Nov. 26	97	AYC	A-2 Good
Bandit King of Texas (867)	Rep.	Allan "Rocky" Lane-Eddy Waller	Aug. 29, '49	60m	Oct. 8	41	AYC	Good
Bandits of El Dorado (268)	Col.	Chas. Starrett-Smiley Burnette	Oct. 20, '49	56m	Nov. 5	(S)75	AYC	A-1
Barbary Pirate (212)	Col.	Donald Woods-Trudy Marshall	Nov. 10, '49	65m	Aug. 13	4714	AY	A-2 Fair
Barkleys of Broadway, The (color) (925)*	MGM	Fred Astaire-Ginger Rogers	May, '49	109m	Apr. 16	4573	AYC	A-2 Excellent
Battleground (14)*	MGM	Van Johnson-John Hodiak	Jan. 20, '50	118m	Oct. 1	33	AY	A-1 Superior
Beautiful Blonde From Bashful Bend, The (color) (916)	20th-Fox	Betty Grable-Cesar Romero	June, '49	77m	May 28	4626	AY	B Fair
Belle of Old Mexico (4906)	Rep.	Estelita Rodriguez-Robert Rockwell	Not Set	70m	Feb. 11	189		Fair
Bells of Coronado (color) (4941)	Rep.	Roy Rogers-Dale Evans	Jan. 8, '50	67m	Jan. 21	163		Good
Beyond the Forest (906)	WB	Bette Davis-Joseph Cotten	Oct. 22, '49	96m	Oct. 22	59	A	B Average
Big Steal, The (001)	RKO	Robert Mitchum-Jane Greer	July 1, '49	71m	June 18	4649	AY	A-2 Fair
Big Wheel, The	UA	Mickey Rooney-Thomas Mitchell	Nov. 4, '49	92m	Nov. 5	73	AY	B Very Good
Black Book, The (926) (formerly Reign of Terror)	EL	Robert Cummings-Arlene Dahl	Aug., '49	89m	May 21	4617		A-2 Good
Black Hand	MGM	G. Kelly-J. C. Naish-T. Celli	Mar. 17, '50	93m	Jan. 21	161		A-2 Excellent
Black Magic	UA	Orson Welles-Nancy Guild	Aug. 19, '49	105m	Aug. 20	4721		B Very Good
Black Midnight (4805)	Mono.	Roddy McDowall-Damian O'Flynn	Oct. 2, '49	66m	Sept. 10	(S)11	AYC	A-1
Black Shadows (944)	EL	African Travelogue	July 29, '49	62m	Oct. 1	34		Average
Blazing Trail, The (162)	Col.	Charles Starrett-Smiley Burnette	July 5, '49	56m	Aug. 13	4714	AYC	A-1 Good
Blind Goddess (Brit.)	Univ.	Eric Portman-Anne Crawford	June, '49	88m	July 2	4666	A	A-2 Fair
Blonde Bandit, The (4904)	Rep.	Gerald Mohr-Dorothy Patrick	Dec. 22, '49	60m	Jan. 28	169	AY	A-2 Good
Blonde Dynamite (4913)	Mono.	Leo Gorcey-Adele Jergens	Feb. 12, '50		Feb. 4	(S)178		
Blondie Hits the Jackpot (205)	Col.	Penny Singleton-Arthur Lake	Oct. 6, '49	66m	Oct. 8	(S)42	AYC	A-1
Blood on the Moon (909)	RKO	Robert Mitchum-Jane Greer	July 1, '49	88m	Nov. 13	4382	AY	A-2 Good
Blossoms in the Dust (color) (17)	MGM	Greer Garson-Walter Pidgeon (reissue)	July 16, '50	100m	Jan. 28	170		
Blue Grass of Kentucky (color) (4901)	Mono.	Bill Williams-Jane Nigh	Jan. 22, '50	72m	Jan. 21	161		Excellent
Blue Lagoon (Brit.) (color) (704)	Univ.	Jean Simmons-Donald Houston	Aug., '49	101m	Aug. 6	4706	AY	A-2 Good
Bodyhold (216)	Col.	Willard Parker-Lola Albright	Not Set	63m	Dec. 24	130	A	A-2 Fair
Bomba on Panther Island (4807)	Mono.	Johnny Sheffield-Allene Roberts	Dec. 18, '49	70m	Jan. 14	153		Good
Border Incident (5)	MGM	George Murphy-Ricardo Montalban	Oct. 28, '49	92m	Aug. 27	4730	A	B Very Good
Borderline (909)	Univ.	Fred MacMurray-Claire Trevor	Feb. 9, '50	88m	Jan. 14	153	AY	A-2 Good
Brand of Fear (4864)	Mono.	Jimmy Wakely-Gail Davis	July 10, '49	56m	July 9	(S)4675		A-1
Bride for Sale (068)	RKO	Robert Young-Claudette Colbert	Nov. 12, '49	87m	Oct. 22	58	AY	A-2 Good

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Brimstone (814) (color)	Rep.	Rod Cameron-Adrian Booth	Aug. 15, '49	90m	Aug. 20	4722	AYC	A-1	Good
Buccaneer's Girl (color)	Univ.	Yvonne de Carlo-Philip Friend	Mar., '50	77m	Jan. 28	(S) 170	AYC	A-2	
CALAMITY Jane and Sam Bass (color)									
(699)	Univ.	Yvonne DeCarlo-Howard Duff	July, '49	85m	June 4	4633	AY	B	Good
Canterbury Tale, A (Brit.) (959)	EL	Eric Portman-Kim Hunter	June, '49	93m	Jan. 29	4478		A-2	Fair
Captain China (4911)	Para.	J. Payne-G. Russell-J. Lynn	Feb., '50	97m	Nov. 5	74	AY	A-2	Very Good
Chain Lightning (905)	WB	Humphrey Bogart-Eleanor Parker	Feb. 25, '50	94m	Feb. 4	177		A-2	Excellent
Challenge to Lassie (color) (10)	MGM	Edmund Gwenn-Donald Crisp	Dec. 16, '49	76m	Oct. 22	58	AYC	A-1	Good
Champagne for Caesar	UA	Ronald Colman-Celeste Holm	Not Set	99m	Feb. 11	186	AYC		Fair
Champion*	UA	Kirk Douglas-Marilyn Maxwell	May 20, '49	99m	Mar. 19	4537	A	B	Very Good
Chicago Deadline (4905)*	Para.	Alan Ladd-Donna Reed	Nov. 11, '49	87m	Aug. 13	4713	AY	A-2	Good
Chinatown at Midnight (218)	Col.	Hurd Hatfield-Jean Willes	Jan. 19, '50	67m	Nov. 26	98	AYC or AY	A-2	Fair
Christopher Columbus (Brit.) (color) (708)	Univ.	Fredric March-Florence Eldridge	Oct., '49	104m	Oct. 15	49	AYC		Good
Cinderella (color) (094)	RKO	Walt Disney Characters	Mar. 11, '50	75m	Dec. 17	121	AYC	A-1	Excellent
City Across the River (694)*	Univ.	Peter Fernandez-Al Wilks	May, '49	90m	Mar. 5	4523	A	A-2	Good
Colorado Territory (824)*	WB	Joel McCrea-Virginia Mayo	June 11, '49	94m	May 21	4617	A	B	Good
Come to the Stable (922)*	20th-Fox	Loretta Young-Celeste Holm	Sept., '49	94m	June 25	4657	AY	A-1	Very Good
Conspirator (Brit.)	MGM	Robert Taylor-Elizabeth Taylor	Mar. 24, '50	87m	Oct. 1	(S) 35	AYC or AY	A-2	
Cowboy and the Indians, The (184)	Col.	Gene Autry-Sheila Ryan	Sept., '49	70m	Nov. 5	75	AYC	A-1	Good
Cowboy and the Prizefighter, The (color) (956)	EL	Jim Bannon-Don Kay Reynolds	Dec., '49	59m	Jan. 14	154			Good
Crime Doctor's Diary, The (109)	Col.	Warner Baxter-Stephen Dunne	June 9, '49	61m	Mar. 26	4550			Average
Cry Murder	FC	Carole Mathews-Jack Lord	Jan., '50	63m	Feb. 11	189			Fair
DAKOTA Lil (color) (005)									
Dalton Gang, The (4913)	20th-Fox	G. Montgomery-R. Cameron-M. Windsor	Feb., '50	87m	Jan. 28	169		B	Good
Dancing in the Dark (color) (001)	Lippert	Don Barry-Betty Adams	Oct. 21, '49	58m	Jan. 28	(S) 170		A-1	
Dangerous Profession, A (014)	20th-Fox	W. Powell-M. Stevens-B. Drake	Jan., '50	92m	Nov. 5	74	AYC	A-2	Very Good
Davy Crockett, Indian Scout	RKO	Geo. Raft-Pat O'Brien-Ella Raines	Nov. 26, '49	79m	Oct. 22	59	A	A-2	Fair
Daybreak (Brit.)	UA	George Montgomery-Ellen Drew	Jan. 7, '50	71m	Jan. 14	153	AYC		Good
Deadly Is the Female	Univ.	Eric Portman-Ann Todd	Not Set	82m	July 9	4673		B	Fair
Dear Wife (4912)	UA	John Dall-Peggy Cummins	Jan. 21, '50	87m	Nov. 5	74	A	B	Good
Dedee (French)	Para.	William Holden-Joan Caulfield	Feb., '50	88m	Nov. 12	81	AYC	A-1	Very Good
Deputy Marshal (4905)	EL	Bernard Blier-Simone Signoret	Aug., '49	90m	May 14	(Her.) 39		C	
Devil's Henchmen, The (110)	Lippert	Jon Hall-Frances Langford	Oct. 28, '49	72m	Oct. 15	49		A-1	Good
D.O.A.	Col.	Warner Baxter-Mary Beth Hughes	Sept. 15, '49	69m	Oct. 29	66		A-2	Fair
Doctor and the Girl, The (3)	UA	Edmond O'Brien-Pamela Britton	Mar. 11, '50	83m	Dec. 31	137		A-2	Excellent
Don't Take It to Heart (Brit.) (939)	MGM	G. Ford-C. Coburn-G. De Haven	Sept. 23, '49	98m	Sept. 17	17	A	A-2	Very Good
Doolins of Oklahoma, The (147)	EL	Richard Greene-Patricia Medina	June, '49	90m	Jan. 22	4470	AY	A-1	Fair
Down Dakota Way (843) (color)	Col.	Randolph Scott-George Macready	July, '49	90m	June 4	4633	AY	A-2	Good
Down Memory Lane (005)	Rep.	Roy Rogers-Dale Evans	Sept. 9, '49	67m	Sept. 10	10	AYC	A-1	Good
	EL	B. Crosby-W. Fields-G. Swanson	Aug., '49	72m	Sept. 17	17		A-1	Very Good
EAGLE and the Hawk (4916) (color)									
East Side, West Side (14)	Para.	John Payne-Rhonda Fleming	May, '50	104m	Feb. 11	186		B	Good
Easy Living (003)	MGM	James Mason-Barbara Stanwyck	Feb. 10, '50	108m	Dec. 17	122	A	B	Good
Easy Money (Brit.) (962)	RKO	Victor Mature-Lucille Ball	Sept. 3, '49	77m	Aug. 20	4722		A-2	Good
Edward, My Son (Brit.) (926)	EL	Jack Warner-Greta Gynt	Aug., '49	94m	Feb. 12	4493		B	Good
Everybody Does It (926)	MGM	Spencer Tracy-Deborah Kerr	June, '49	112m	Apr. 30	4589	A	B	Very Good
	20th-Fox	Paul Douglas-Linda Darnell	Nov., '49	98m	Sept. 3	1	AYC	A-2	Excellent
FALLEN Idol, The (Brit.)									
Fan, The (914)	SRO	Ralph Richardson-Michele Morgan	Nov., '49	94m	Oct. 8	41	AY	B	Very Good
Farewell to Arms (909)	20th-Fox	Jeanne Crain-George Sanders	May, '49	79m	Apr. 2	4557	A	A-2	Good
Father is a Bachelor	WB	Helen Hayes-Gary Cooper (reissue)	Dec. 10, '49	78m	Dec. 10	115		B	
Father Was a Fullback (925)	Col.	William Holden-Coleen Gray	Feb., '50	84m	Feb. 11	186			Fair
Feudin' Rhythm (252)	20th-Fox	Fred MacMurray-Maureen O'Hara	Oct., '49	84m	Aug. 20	4721	AYC	A-2	Very Good
Fighting Kentuckian, The (4902)	Col.	Eddy Arnold-Gloria Henry	Dec., '49	66m	Dec. 17	(S) 123	AYC	A-1	
Fighting Man of the Plains (930)	Rep.	John Wayne-Vera Ralston	Oct. 5, '49	100m	Sept. 17	18	AYC	A-2	Good
(color)									
Fighting Redhead, The (955) (color)	20th-Fox	Randolph Scott-Jane Nigh	Dec., '49	94m	Oct. 15	50	AY	B	Good
File on Thelma Jordan (See Thelma Jordan)	EL	Jim Bannon-Peggy Stewart	Oct., '49	55m	Oct. 8	42			Fair
Flame of Youth (816)	Rep.	Barbara Fuller-Ray McDonald	Sept. 22, '49	60m	Oct. 1	34	AYC	A-2	Average
Flaming Fury (812)	Rep.	Roy Roberts-George Cooper	July 28, '49	60m	July 16	4681		A-1	Good
Flying Saucer, The	FC	Mikel Conrad-Pat Garrison	Jan., '50	69m	Jan. 14	154		A-1	Fair
Follow Me Quietly (006)	RKO	William Lundigan-Dorothy Patrick	July 14, '49	59m	July 16	4681	AYC	A-2	Fair
Forbidden Street, The (Brit.) (904)	20th-Fox	Dana Andrews-Maureen O'Hara	June, '49	91m	May 7	4597	A	B	Good
Forgotten Women (4813)	Mono.	Elyse Knox-Edward Norris	July 17, '49	65m	July 16	4681		B	Average
Fountainhead, The (827)*	WB	Gary Cooper-Patricia Neal	July 2, '49	114m	June 25	4658	A	B	Good
Francis (910)	Univ.	Donald O'Connor-Patricia Medina	Feb., '50	91m	Dec. 17	121	AYC	A-1	Excellent
Free for All (901)	Univ.	Robert Cummings-Ann Blyth	Nov., '49	83m	Nov. 5	75	AYC	A-1	Average
Frisco Sal	Realart	Susanna Foster-Turhan Bey (reissue)	Sept., '49	94m	Jan. 28	170			
Frontier Outpost (263)	Col.	Charles Starrett-Smiley Burnette	Dec. 29, '49	65m	Dec. 17	(S) 123	AYC	A-1	
GAL Who Took the West, The									
(color) (706)	Univ.	Yvonne De Carlo-Chas. Coburn	Sept., '49	84m	Sept. 17	18	AY	A-2	Fair
Gay Lady, The (Brit.) (013)	EL	Jean Kent-James Donald	Dec., '49	96m	Jan. 21	163			Fair
Girl from Jones Beach, The (828)*	WB	Ronald Reagan-Virginia Mayo	July 16, '49	78m	June 25	4658	AY	B	Very Good
Girl in the Painting, The (Brit.) (723)	Univ.	Mai Zetterling-Robert Beatty	Aug. 20, '49	90m	July 30	4697	AY	A-1	Very Good
Give Us This Day (Brit.)	EL	Sam Wanamaker-Lea Padovani	Jan., '50	120m	Dec. 17	122	A	A-2	Good
Glass Mountain, The (Brit.) (012)	EL	Valentina Cortese-Dulcie Gray	Nov., '49	90m	Jan. 7	146			Good
Golden Stallion, The (color) (844)	Rep.	Roy Rogers-Dale Evans	Nov. 15, '49	67m	Oct. 29	65	AYC	A-1	Very Good
Grand Canyon (4822)	Lippert	Richard Arlen-Mary Beth Hughes	Aug. 12, '49	65m	Sept. 3	2		A-1	Good
Great Dan Patch, The	UA	Dennis O'Keefe-Gail Russell	July 22, '49	94m	July 23	4689	AYC	B	Good
Great Gatsby, The (4820)*	Para.	Alan Ladd-Betty Field	Aug. 5, '49	91m	Apr. 30	4591	A	B	Average
Great Lover, The (4909)*	Para.	Bob Hope-Rhonda Fleming	Dec. 28, '49	80m	Sept. 17	17	AYC or AY	A-2	Very Good
Great Rupert, The (019)	EL	Jimmy Durante-Terry Moore	Feb., '50	86m	Jan. 7	145			Very Good
Great Sinner, The (923)	MGM	Gregory Peck-Ava Gardner	Aug. 5, '49	110m	July 2	4665	A	A-2	Very Good
Guilty Bystander	FC	Zachary Scott-Faye Emerson	Jan., '50		Dec. 31	(S) 138			
Guilty of Treason	EL	C. Bickford-P. Kelly-B. Granville	Feb. 8, '50	86m	Jan. 7	146	A	A-1	Very Good

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HAMLET (Brit.) (Spec.)*	U-I	Laurence Olivier-Jean Simmons	Not Set	153m	July 3 Herald (17)	AY	A-2	
Hasty Heart, The (913)	WB	Ronald Reagan-Patricia Neal	Jan. 14, '50	102m	Dec. 10	113	AY	A-1 Excellent
Hatchet Man, The (910)	WB	Edw. G. Robinson-Lor. Young (reissue)	Dec. 10, '49	74m	Dec. 10	115		
Haunted Trails (4843)	Mono.	Whip Wilson-Andy Clyde	Aug. 21, '49	60m	Aug. 13	(S)4715	AYC	A-1
Heiress, The (4821)*	Para.	Olivia de Havilland-Montgomery Clift	Jan., '50	120m	Sept. 10	9	A or AY	A-2 Superior
Hellfire (color) (811)	Rep.	William Elliott-Marie Windsor	June 26, '49	90m	June 11	4641	AY	A-2 Good
Her Man Gilbey (Brit.)	Univ.	Michael Wilding-Lilli Palmer	June, '49	77m	June 11	4641		Fair
Hidden Room, The (Brit.) (011)	EL	Robert Newton-Sally Gray	Oct., '49	93m	Jan. 14	184	A	A-2 Good
Hit the Ice	EL	Bud Abbott-Lou Costello (reissue)	Dec., '49	82m	Feb. 11	189		
Held That Baby (4817)	Mono.	Leo Gorcey-Huntz Hall	June 26, '49	64m	Aug. 13	4714	AYC	A-1 Good
Holiday Affair (013)	RKO	Robert Mitchum-Janet Leigh	Dec. 24, '49	87m	Nov. 19	89	AYC	A-1 Very Good
Holiday in Havana (217)	Col.	Desi Arnaz-Mary Hatcher	Oct. 13, '49	73m	Oct. 8	(S)42	AYC	B
Holiday Inn (4907)	Para.	Bing Crosby-Fred Astaire (reissue)	Dec. 2, '49	101m	Nov. 19	91		
Hollywood Varieties (4916)	Lippert	Rob't Alda-Peggy Stewart & others	Jan. 14, '50	60m	Jan. 7	146		
Home of the Brave*	UA	Douglas Dick-Steve Brodie	June 17, '49	85m	Apr. 30	4590	AY or A	A-1 Excellent
Horsemen of the Sierras (163)	Col.	Charles Starrett-Smiley Burnette	Sept. 22, '49	56m	Dec. 3	(S)106	AYC	
House Across the Street, The (902)	WB	Wayne Morris-Janis Paige	Sept. 10, '49	69m	Aug. 20	4722	AYC	A-2 Average
House of Strangers (919)	20th-Fox	Richard Conte-Susan Hayward	July, '49	101m	June 18	4649	A	A-2 Excellent
ICHABOD and Mr. Toad (See Adventures of)								
Illegal Entry (698)	Univ.	Howard Duff-Marta Toren	June, '49	84m	June 11	4641	AY	A-1 Good
Inspector General, The (color) (912)	WB	Danny Kaye-W. Slezak-Barbara Bates	Dec. 31, '49	102m	Nov. 19	89	AYC	A-1 Very Good
In the Good Old Summertime* (color) (932)	MGM	Judy Garland-Van Johnson	July, '49	102m	June 25	4657	AYC	A-1 Excellent
Intruder in the Dust (9)	MGM	David Brian-Claude Jarman, Jr.	Dec. 2, '49	87m	Oct. 15	49	AY	A-1 Very Good
It Happens Every Spring (917)	20th-Fox	Ray Milland-Jean Peters	June, '49	87m	May 7	4597	AYC	A-1 Very Good
It's a Great Feeling (color) (831)*	WB	Dennis Morgan-Jack Carson	Aug. 20, '49	85m	July 30	4697	AYC	A-2 Very Good
I Was a Male War Bride (923)*	20th-Fox	Cary Grant-Ann Sheridan	Sept., '49	105m	Aug. 13	4713	A	B Very Good
JIGGS & Maggie in Jackpot Jitters (4812)	Mono.	Joe Yule-Renie Riano	Sept. 11, '49	67m	Sept. 3	1	AYC	A-1 Good
Joan of Arc (color) (963)*	RKO	Ingrid Bergman-Jose Ferrer	July 29, '50	145m	Oct. 30	4366	AY	A-1 Superior
Joe Palooka in Counterpunch (4808)	Mono.	Joe Kirkwood-Leon Errol	Aug. 14, '49	74m	July 9	(S)4675	AYC	A-1
(formerly Return Bout)								
Joe Palooka Meets Humphrey (4911)	Mono.	Joe Kirkwood-Leon Errol	Feb. 5, '50	65m	Feb. 11	186		A-1 Good
Johnny Allegro (146)	Col.	George Raft-Nina Foch	June, '49	81m	May 28	4626	AY	A-2 Good
Johnny Eager (15)	MGM	Robert Taylor-Lana Turner (reissue)	Dec. 22, '49	107m	Feb. 11	189		
Johnny Holiday	UA	William Bendix-Allen Martin, Jr.	Feb. 18, '50	94m	Dec. 17	122	AYC	A-1 Good
Johnny Stool Pigeon (700)	Univ.	Howard Duff-Shelley Winters	July, '49	75m	July 16	4681	AY	A-2 Good
Jolson Sings Again (color)* (221)	Col.	Larry Parks-Barbara Hale	Not Set	96m	Aug. 13	4713	AYC	B Very Good
Judge Steps Out, The (924)	RKO	Alexander Knox-Ann Sothern	June 11, '49	91m	May 14	4610	AY or A	A-2 Fair
KAZAN (102)	Col.	Stephen Dunne-Lois Maxwell	July 14, '49	65m	June 25	4658	AY	A-2 Very Good
Key to the City (18)	MGM	Clark Gable-Loretta Young	Feb. 24, '50	99m	Feb. 4	178		B Very Good
Kid from Cleveland, The (4901)	Rep.	George Brent-Lynn Bari	Sept. 5, '49	89m	Sept. 10	9	AY	A-1 Good
Kid from Texas, The (color) (911)	Univ.	Audie Murphy-Gale Storm	Mar., '50	78m	Jan. 28	(S)170		A-2
Kiss for Corliss, A	UA	Shirley Temple-David Niven	Apr. 8, '50	88m	Oct. 22	58	AYC	B Very Good
LADY Eve, The (4908)	Para.	Barbara Stanwyck-Henry Fonda (reissue)	Dec. 2, '49	95m	Oct. 8	42		
Lady Gambles, The (693)	Univ.	Barbara Stanwyck-Robert Preston	May, '49	99m	May 14	4609	A	A-2 Good
Lady Takes a Sailor, The (911)	WB	Jane Wyman-Dennis Morgan	Dec. 24, '49	99m	Dec. 3	105	AYC	B Very Good
Laramie (183)	Col.	Charles Starrett-Smiley Burnette	May 19, '49	55m	Oct. 29	66	AYC	A-1 Fair
Lawless Code (4866)	Mono.	Jimmy Wakely-Cannonball Taylor	Dec. 4, '49	58m	Oct. 8	(S)42	AYC	A-1
Law of the Barbary Coast (115)	Col.	Gloria Henry-Stephen Dunne	July 21, '49	65m	July 2	(S)4667		A-2
Law of the Golden West (852)	Rep.	Monty Hale-Gail Davis	May 9, '49	60m	May 28	4627		A-1 Average
Leave It to Henry (4827)	Mono.	Raymond Walburn-Walter Catlett	June 12, '49	57m	May 28	4626	AYC	Good
Lone Wolf and His Lady (123)	Col.	Ron Randall-June Vincent	Aug. 11, '49	60m	Apr. 9	4566		Average
Look for the Silver Lining (color) (829)*	WB	June Haver-Ray Bolger	July 30, '49	106m	June 25	4658	AYC	A-1 Very Good
Lost Boundaries*	FC	Beatrice Pearson-Mel Ferrer	Aug., '49	97m	July 2	4665	AYC	A-1 Very Good
Lost One, The (La Traviata)	Col.	Nelly Corradi-Cino Milotta	May, '49	84m	Apr. 17	4125	AY	A-2 Good
Lost Tribe, The (144)	Col.	Johnny Weissmuller-Myrna Dell	May, '49	72m	Apr. 30	4591		A-1 Average
Love Happy	UA	Marx Bros.-Ilona Massey	Aug. 5, '49	91m	Sept. 24	26	AYC	B Fair
Lust for Gold (145)	Col.	Ida Lupino-Glenn Ford	June, '49	90m	May 28	4625	AY	B Good
MADAME Bovary (931)*	MGM	Jennifer Jones-Louis Jourdan	Aug., '49	115m	Aug. 6	4705	A	A-2 Good
Make Believe Ballroom (105)	Col.	Jerome Courtland-Virginia Welles	May 26, '49	79m	Apr. 30	4590	AYC	A-1 Fair
Malaya (12)	MGM	Spencer Tracy-James Stewart	Jan. 6, '50	98m	Dec. 3	105	AYC or AY	Average
Manhandled (4817)	Para.	Dorothy Lamour-Dan Duryea	June 10, '49	96m	Apr. 16	4573	A	B Excellent
Man on the Eiffel Tower (color) (069)	RKO	C. Laughton-F. Tone-B. Meredith	Feb. 4, '50	97m	Dec. 24	130	A or AY	Very Good
Mary Ryan, Detective (214)	Col.	Marsha Hunt-John Litel	Jan. 5, '50	67m	Nov. 12	82	AYC or AY	A-2 Fair
Masked Raiders (012)	RKO	Tim Holt-Marjorie Lord	Oct. 15, '49	60m	Oct. 1	34	AYC	A-1 Fair
Massacre River (AA9)	Mono.	Guy Madison-Rory Calhoun	June 26, '49	78m	Apr. 9	4566	AY	A-2 Good
Masterminds (4819)	Mono.	Leo Gorcey-Huntz Hall	Nov. 27, '49	64m	Jan. 14	154	AYC	A-1 Good
Mighty Joe Young (061)	RKO	Ben Johnson-Terry Moore	July 23, '49	94m	May 28	4625	AY	A-1 Good
Miss Grant Takes Richmond (222)	Col.	Lucille Ball-Wm. Holden	Oct., '49	87m	Oct. 1	34	AY	A-2 Excellent
Mississippi Rhythm (4810)	Mono.	Jimmie Davis-Veda Ann Borg	May 29, '49	68m	May 14	(S)4611		A-1
Montana (color) (914)	WB	Errol Flynn-Alexis Smith	Jan. 28, '50	76m	Jan. 7	145	AYC	A-1 Good
Mother Didn't Tell Me (006)	20th-Fox	Dorothy McGuire-Wm. Lundigan	Mar., '50	88m	Feb. 4	178		A-2 Good
Mr. Belvedere Goes to College (913)*	20th-Fox	Clifton Webb-Shirley Temple	May, '49	83m	Apr. 9	4566	AYC	A-2 Very Good
Mr. Perrin and Mr. Traill (Brit.) (924)	EL	Marius Goring-David Farrar	July, '49	91m	Dec. 25	4434		A-1 Very Good
Mr. Soft Touch (149)	Col.	Glenn Ford-Evelyn Keyes	Sept., '49	93m	Aug. 6	4705	AYC	A-1 Good
Mrs. Mike	UA	Dick Powell-Evelyn Keyes	Dec. 23, '49	99m	Dec. 24	129	A	A-2 Very Good
Mule Train	Col.	Gene Autry-Sheila Ryan	Feb. 22, '50		Jan. 28	(S)170		A-1
My Brother Jonathan (Brit.) (AA13)	Mono.	Michael Denison-Dulcie Gray	June 1, '49	102m	June 4	(S)4634	A or AY	A-2
My Brother's Keeper (Brit.) (964)	EL	Jack Warner-Jane Hylton	July, '49	97m	Feb. 19	4506		A-2 Fair

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My Foolish Heart (052)	RKO	Susan Hayward-Dana Andrews	Jan. 21, '50	99m	Oct. 22	58	A or AY	B	Excellent
My Friend Irma (4903)*	Para.	John Lund-Diana Lynn-Marie Wilson	Oct. 14, '49	103m	Aug. 20	4721	AYC	A-2	Very Good
Mysterious Desperado, The (007)	RKO	Tim Holt-Richard Martin	Sept. 10, '49	61m	Aug. 27	4731	AYC	A-1	Fair
NANCY Goes to Rio (color)	MGM	A. Sothern-J. Powell-B. Sullivan	Mar. 10, '50	99m	Feb. 4	177			Excellent
Navajo Trail Raiders (868)	Rep.	Allan "Rocky" Lane-Eddy Waller	Oct. 15, '49	60m	Oct. 22	59	AYC	A-1	Fair
Neptune's Daughter (color) (927)*	MGM	Red Skelton-Esther Williams	June, '49	93m	May 21	4617	AY	B	Good
Nevadan, The (color) (228)	Col.	Randolph Scott-Dorothy Malone	Feb., '50	81m	Jan. 28	169	AY		Good
Never Fear (020)	EL	Sally Forrest-Keefe Brasselle	Jan., '50	81m	Jan. 14	154	A	B	Good
Night Unto Night (822)	WB	Viveca Lindfors-Ronald Reagan	May 14, '49	84m	Apr. 23	4581	AY	A-2	Good
Not Wanted	FC	Sally Forrest-Keefe Brasselle	July, '49	94m	June 25	4658	AY	B	Fair
OH, You Beautiful Doll (color) (927)	20th-Fox	Mark Stevens-June Haver	Nov., '49	93m	Sept. 24	26	AYC	A-2	Very Good
Oliver Twist (Brit.) (828)	EL	John H. Davies-Robert Newton	Not Set	115m	June 26	(S)4219			
Omoo Omoo (4818)	Lippert	Ron Randall-Devera Burton	June 10, '49	58m	July 9	4673		A-2	Fair
Once More, My Darling (703)	Univ.	Robert Montgomery-Ann Blyth	Aug., '49	94m	July 30	4698	AY	A-2	Good
Once Upon a Dream (Brit.) (942)	EL	Googie Withers-Griffith Jones	Sept., '49	87m	July 9	4673	A	A-2	Good
One Last Fling (831)	WB	Alexis Smith-Zachary Scott	Aug. 6, '49	64m	July 9	4673		A-2	Fair
One Woman's Story (Brit.) (697)	Univ.	Ann Todd-Claude Rains	June, '49	86 1/2 m	May 21	4617	AY	B	Average
On the Town (color) (11)*	MGM	Gene Kelly-F. Sinatra-Betty Garrett	Dec. 30, '49	98m	Dec. 10	113	AYC	A-2	Excellent
Outcasts of the Trail (853)	Rep.	Monty Hale-Jeff Donnell	June 8, '49	59m	Sept. 3	2			Fair
Outlaw, The (066)	RKO	Jack Buettel-Jane Russell	Jan. 7, '50	103m	Dec. 31	138		B	Poor
Outpost in Morocco	UA	George Raft-Marie Windsor	May 2, '49	92m	Mar. 26	4549	AY	B	Good
Outside the Wall	Univ.	Richard Basehart-Marylin Maxwell	Mar., '50	80m	Feb. 11	185			Good
PAID in Full (4915)	Para.	Robert Cummings-Lizabeth Scott	Mar., '50	105m	Dec. 24	130	A	B	Fair
Palomino, The (color)	Col.	Jerome Courtland-Beverly Tyler	Mar., '50	73m	Feb. 4	178	AYC	A-1	Fair
Passport to Pimlico (Brit.) (010)	EL	Stanley Holloway-Betty Warren	Dec., '49	72m	Oct. 8	41	AYC		Good
Pinky* (931)	20th-Fox	J. Crain-W. Lundigan-E. Barrymore	Nov., '49	102m	Oct. 1	33	AYC or AY	A-2	Excellent
Pioneer Marshal (4971)	Rep.	Monte Hale-Paul Hurst	Dec. 24, '49	60m	Jan. 14	154	AYC	A-1	Good
Pirates of the Capri	FC	Louis Hayward-Binnie Barnes	Dec. 1, '49	94m	Dec. 10	113		A-2	Good
Place of One's Own, A (Brit.) (961)	EL	Margaret Lockwood-James Mason	Sept., '49	94m	Feb. 19	4506	A	A-1	Good
Please Believe Me	MGM	Deborah Kerr-Van Johnson	Not Set	87m	Dec. 17	(S)123			
Port of New York (009)	EL	Scott Brady-Richard Rober	Dec., '49	79m	Dec. 3	106	A	A-2	Average
Post Office Investigator (815)	Rep.	Warren Douglas-Audrey Long	Sept. 1, '49	59m	Sept. 3	2	AYC		Good
Powder River Rustlers (4961)	Rep.	Allan "Rocky" Lane-Eddie Waller	Nov. 25, '49	60m	Nov. 19	(S)91	AYC	A-1	
Prince of Foxes (929)*	20th-Fox	Tyrone Power-Orson Welles	Dec., '49	107m	Aug. 27	4729	AY or AYC	A-2	Excellent
Prison Warden (209)	Col.	Warner Baxter-Anna Lee	Dec. 8, '49	62m	Oct. 29	66	AY or AYC	A-2	Fair
Project X	FC	Rita Colton-Kelth Andes	Oct. 4, '49	60m	Nov. 12	81		A-2	Fair
QUARTET (Brit.) (915)	EL	Basil Radford-Dick Bogarde	May, '49	120m	Feb. 26	4513	AY	B	Very Good
Quicksand	UA	Mickey Rooney-Jeanne Cagney	Mar. 25, '50		Dec. 31	(S)138			
RADAR Secret Service (4917)	Lippert	John Howard-Adele Jergens	Jan. 28, '50	59m	Jan. 21	163		A-1	Fair
Range Justice (4855)	Mono.	Johnny Mack Brown-Max Terhune	Aug. 7, '49	57m	July 16	(S)4682	AYC	A-1	
Ranger of Cherokee Strip (856)	Rep.	Monte Hale-Paul Hurst	Nov. 4, '49	60m	Nov. 12	81	AYC	A-1	Good
Reckless Moment, The (223)	Col.	James Mason-Joan Bennett	Nov., '49	82m	Oct. 22	58	AY	B	Very Good
Red Danube, The (4)	MGM	W. Pidgeon-P. Lawford-E. Barrymore	Oct. 14, '49	119m	Sept. 24	25	AY	A-1	Very Good
Red Desert (4914)	Lippert	Don Barry-Tom Neal	Dec. 17, '49	60m	Dec. 31	137		A-1	Good
Red, Hot and Blue (4906)	Para.	Betty Hutton-Victor Mature	Nov. 25, '49	84m	July 2	4666	AYC	A-2	Fair-Good
Red Light	UA	George Raft-Virginia Mayo	Sept. 16, '49	83m	Aug. 27	4731			Fair
Red Menace, The (830)	Rep.	Robert Rockwell-Hanne Axman	Aug. 1, '49	87m	June 4	4634	AY	A-1	Good
Red Shoes, The (Brit.) (color) (Spcl.)	EL	Anton Walbrook-Maries Goring	Not Set	133m	Oct. 23	4357	AY	B	Excellent
Renegades of the Sage (261)	Col.	Charles Starrett-Smiley Burnette	Nov. 24, '49	56m	Nov. 12	(S)82	AYC	A-1	
Riders in the Sky (250)	Col.	Gene Autry-Gloria Henry	Nov., '49	70m	Dec. 17	123	A or AY	A-1	Good
Riders of the Dusk (4844)	Mono.	Whip Wilson-Andy Clyde	Nov. 13, '49	57m	Sept. 10	(S)11	AYC	A-1	
Riders of the Range (016)	RKO	Tim Holt-Jacqueline White	Nov. 19, '49	61m	Oct. 29	66	AYC	A-1	Good
Riders of the Whistling Pines (183)	Col.	Gene Autry-Patricia White	May, '49	70m	May 7	(S)4600		A-1	
Riding High (4917)	Para.	Bing Crosby-Coleen Gray	Apr., '50	112m	Jan. 14	153			Good
Rim of the Canyon (186)	Col.	Gene Autry-Nan Leslie	July, '49	70m	Sept. 10	10		A-1	Fair
Ringside (4820)	Lippert	Don Barry-Tom Brown	July 14, '49	63m	July 23	4689		A-2	Good
Roaring Westward (4865)	Mono.	Jimmy Wakely-Douglas Taylor	Sept. 18, '49	55m	July 16	(S)4682	AYC	A-1	
Rope of Sand (4902)*	Para.	Burt Lancaster-Paul Henreid	Sept. 23, '49	104m	July 2	4666	A	B	Good
Roseanna McCoy (051)	RKO	Farley Granger-Joan Evans	Aug. 20, '49	89m	Aug. 20	4722	AY	B	Good
Roughshod (926)	RKO	Robert Sterling-Gloria Grahame	July 11, '49	88m	May 14	4609	A	A-2	Very Good
Rugged O'Riordans, The (907)	Univ.	Michael Pate-Wendy Gibb	Jan., '50	78m	Dec. 17	122	AYC	A-2	Very Good
Rustlers (923)	RKO	Tim Holt-Richard Martin	May 14, '49	61m	Mar. 26	4550		A-1	Fair
Rusty's Birthday (211)	Col.	Ted Donaldson-John Littel-Ann Doran	Nov. 3, '49	60m	Dec. 3	(S)106	AYC	A-1	
SAMSON and Delilah (color)	Para.	H. Lamarr-V. Mature-G. Sanders	Not Set	128m	Oct. 22	57	AYC or AY	A-2	Excellent
San Antonio Ambush (855)	Rep.	Monte Hale-Paul Hurst	Oct. 1, '49	60m	Oct. 15	50	AYC	A-1	Fair
Sand (See "Will James' Sand")									
Sands of Iwo Jima (4905)*	Rep.	John Wayne-Adele Mara-John Agar	Not Set	109m	Dec. 17	121	AYC	A-2	Excellent
Saraband (color) (Brit.) (921)	EL	Stewart Granger-Joan Greenwood	May, '49	95m	Mar. 19	4538		B	Good
Satan's Cradle	UA	Duncan Renaldo-Leo Carrillo	Oct. 7, '49	60m	Nov. 12	82	AYC		Fair
Savage Splendor (color) (004)	RKO	Denis-Cotlow Expedition	Sept. 17, '49	60m	July 23	4689	AYC	A-2	Excellent
Scene of the Crime (933)	MGM	Van Johnson-Gloria De Haven	Aug. 26, '49	95m	June 25	4657	AY	A-2	Excellent
Secret Garden, The (color) (2)	MGM	Margaret O'Brien-Dean Stockwell	Sept. 9, '49	92m	Apr. 30	4591	AYC	A-1	Good
Secret of St. Ives (103)	Col.	Richard Ney-Vanessa Brown	June 30, '49	75m	Aug. 13	4714		A-2	Fair
Shadow on the Wall (for. Open Door)	MGM	Ann Sothern-Zachary Scott	Not Set	84m	Nov. 12	(S)82		A-2	
Shadows of the West (4842)	Mono.	Whip Wilson-Andy Clyde	July 24, '49	59m	July 30	(S)4699	AYC		
She Wore a Yellow Ribbon (color) (067)*	RKO	John Wayne-Joanne Dru	Oct. 22, '49	103m	July 30	4697	AYC	A-1	Excellent
Side Street	MGM	Farley Granger-Cathy O'Donnell	Apr. 10, '50	83m	Dec. 24	130	A	A-2	Good
Silent Dust (Brit.)	Mono.	Stephen Murray-Beatrice Campbell	Dec. 29, '50	82m	Oct. 29	65	A	B	Good
Sly Dragon (4824)	Mono.	Roland Winters-Keye Luke	May 1, '49	64m	May 7	4598			Good
Styliner (4823)	Lippert	Richard Travis-Pamela Blake	July 28, '49	60m	Aug. 6	4706		A-1	Good
Stettery's Hurricane (921)	20th-Fox	Linda Darnell-Richard Widmark	Aug., '49	83m	Aug. 6	4705	A	A-2	Very Good
Sleeping Car to Trieste (Brit.) (922)	EL	Jean Kent-Albert Lieven	June, '49	95m	Mar. 26	4549		B	Good

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED		Nat'l Groups	RATINGS		
				(S) = synopsis Issue	Page		L of D.	Herald Review	
Song of Surrender (4904)	Para.	Wanda Hendrix-Claude Rains	Oct. 28, '49	93m	Sept. 17	18	AY	A-2	Fair
Sons of New Mexico (185)	Col.	Gene Autry-Gail Davis	Jan., '50	70m	Dec. 31	137			Good
So Proudly We Hail (4913)	Para.	C. Colbert-P. Goddard-V. Lake (reissue)	Mar., '50	126m	Jan. 28	170			
Sorrowful Jones (4818)*	Para.	Bob Hope-Lucille Ball	July 4, '49	88m	Apr. 16	4573	AY	A-2	Excellent
South of Death Valley (164)	Col.	Charles Starrett-Smiley Burnette	Aug. 18, '49	54m	Aug. 13	(S)4715	AYC	A-1	
South of Rio (854)	Rep.	Monte Hale-Ray Christopher	July 22, '49	60m	Aug. 13	4714	AYC	A-1	Average
South Sea Sinner	Univ.	Macdonald Carey-Shelley Winters	Jan., '50	88m	Jan. 7	146	A	B	Fair
Special Agent (4819)	Para.	William Eythe-Laura Elliot	July 22, '49	70m	May 7	4598	AY	A-1	Good
Spring in Park Lane (Brit.) (008)	EL	Anna Neagle-Michael Wilding	Nov., '49	91m	Sept. 24	25	AYC		Excellent
Square Dance Jubilee (4903)	Lippert	Don Barry-Mary Beth Hughes	Nov. 11, '49	79m	Nov. 19	90		A-2	Good
Stagecoach Kid (002)	RKO	Tim Holt-Richard Martin	June, '49	60m	June 18	4649	AY	A-1	Good
Stampede (AA14)	Mono.	Rod Cameron-Gale Storm	Aug. 28, '49	78m	Apr. 30	4589			Very Good
Storm Over Wyoming	RKO	Tim Holt-Richard Martin (trade)	Feb. 1, '50	60m	Feb. 11	186			Good
Story of Molly X, The (902)	Univ.	June Havoc-John Russell	Nov., '49	82m	Nov. 12	81	A	A-2	Very Good
Story of Seabiscuit (color) (907)*	WB	S. Temple-B. Fitzgerald-L. McCallister	Nov. 12, '49	93m	Oct. 29	65	AYC	A-1	Very Good
Strange Bargain (010)	RKO	Martha Scott-Jeffrey Lynn	Oct. 22, '49	68m	Oct. 1	34	AY	A-2	Fair
Stratton Story, The (929)*	MGM	James Stewart-June Allyson	July, '49	106m	Apr. 23	4581	AYC	A-1	Excellent
Streets of Laredo (color) (4813)*	Para.	Macdonald Carey-William Holden	May 27, '49	92m	Feb. 12	4493	A	A-2	Average
Stromboli (Ital.)	RKO	Ingrid Bergman-Mario Vitale	Feb. 11, '50					A-2	
Sundowners, The (color) (018)	EL	Robert Preston-Robert Sterling	Jan., '50	83m	Jan. 14	155			Average
Sword in the Desert (709)	Univ.	Dana Andrews-Marta Toren	Oct., '49	100m	Aug. 27	4729	AY		Excellent
TAKE One False Step (696)	Univ.	Wm. Powell-Shelley Winters	June, '49	94m	June 11	4641	A	A-2	Excellent
Tale of the Navajos (color) (920)	MGM	Native cast	Not Set	58m	Mar. 5	4522	AYC	A-1	Fair
Task Force (903) (part color)*	WB	Gary Cooper-Jane Wyatt	Sept. 24, '49	116m	Sept. 3	1	AY	A-1	Excellent
Tattooed Stranger, The	RKO	John Miles-Patricia White (trade)	Feb. 1, '50	64m	Feb. 11	189	AYC		Average
Tell It to the Judge (225)	Col.	Rosalind Russell-Robert Cummings	Dec., '49	87m	Nov. 19	90	A or AY	B	Good
Tension (8)	MGM	Audrey Totter-Richard Basehart	Nov. 25, '49	95m	Nov. 19	90	A	B	Fair
That Forsyte Woman (color) (6)*	MGM	Greer Garson-Errol Flynn	Nov. 11, '49	114m	Oct. 22	57	A or AY	B	Excellent
That Midnight Kiss (color) (1)	MGM	Kathryn Grayson-Jose Iturbi	Sept. 2, '49	99m	Aug. 27	4730	AYC	A-1	Good
Thelma Jordan (4910)	Para.	Barbara Stanwyck-Wendell Corey	Jan., '50	100m	Nov. 5	74	A	B	Good
There's a Girl in My Heart (AA16)	Mono.	Lee Bowman-Elyse Knox	Jan. 6, '50	86m	Nov. 26	98	AYC	A-1	Good
They Live By Night (009)	RKO	Cathy O'Donnell-Farley Granger	Nov. 5, '49	95m	Sept. 24	25			Good
Thieves' Highway (924)	20th-Fox	Richard Conte-Valentina Cortese	Oct., '49	94m	Sept. 3	1	A	B	Good
Third Man, The (Brit.)	Selznick	Jos. Cotten-Valli-Orson Welles	Jan. 15, '50	104m	Feb. 4	177		A-2	Excellent
Threat, The (015)	RKO	Virginia Grey-Michael O'Shea	Dec. 1, '49	66m	Oct. 29	65	A	A-2	Good
Three Came Home (007)	20th-Fox	Claudette Colbert-Patric Knowles	Feb., '50	106m	Feb. 11	185		A-2	Excellent
Tight Little Island (Brit.)	Univ.	Basil Radford-Catherine Lacey	Not Set	81m	Nov. 19	90	A or AY	A-2	Good
Tokyo Joe (224)	Col.	H. Bogart-A. Knox-F. Marly	Nov., '49	88m	Oct. 15	50	AY	B	Fair
Too Late for Tears	UA	Lisabeth Scott-Don DeFore	July 8, '49	99m	Apr. 9	4565		B	Good
Top O' the Morning (4901)*	Para.	Bing Crosby-Ann Blyth	Sept. 5, '49	98m	Aug. 6	4705	AYC	A-1	Very Good
Tough Assignment (4915)	Lippert	Don Barry-Marjorie Steele	Dec. 24, '49	64m	Nov. 19	91		A-1	Average
Trail of the Rustlers	Col.	Charles Starrett-Smiley Burnette	Feb. 2, '50		Feb. 4	(S)178	AYC		
Trail of the Yukon (4820)	Mono.	Kirby Grant-Suzanne Dalbert	July 31, '49	67m	Aug. 6	4706		A-1	Fair
Trapped (007)	EL	Lloyd Bridges-Barbara Payton	Oct., '49	78m	Oct. 1	34	AYC	A-1	Very Good
Treasure of Monte Cristo (4909)	Lippert	Glenn Langan-Adele Jergens	Oct. 14, '49	78m	Oct. 8	42		B	Fair
Trouble in Texas (064)	RKO	Tim Holt-Richard Martin	Aug., '49		Aug. 13	(S)4715	AYC		
Tucson (915)	20th-Fox	Jimmy Lydon-Penny Edwards	May, '49	65m	May 7	4599	AY	A-1	Average
Tuna Clipper (4804)	Mono.	Roddy McDowall-Elena Verdugo	Apr. 10, '49	77m	Mar. 19	4538	AYC	A-1	Very Good
Twelve O'Clock High (004)	20th-Fox	Gregory Peck-Hugh Marlowe	Feb., '50	132m	Dec. 24	129	AYC	A-1	Excellent
UNDER Capricorn (color) (904)	WB	Ingrid Bergman-Joseph Cotten	Oct. 8, '49	117m	Sept. 10	9	AY	A-2	Excellent
Undertow	Univ.	Scott Brady-John Russell-Dorothy Hart	Dec., '49	70m	Dec. 3	105	A or AY	A-2	Good
WATERLOO Road (Brit.) (940)	EL	John Mills-Stewart Granger	Aug., '49	75m	Jan. 29	4478		A-2	Fair
Weaker Sex, The (Brit.) (914)	EL	Ursula Jeans-Cecil Parker	Sept., '49	85m	June 4	4633	AYC	A-1	Good
Western Renegades (4856)	Mono.	Johnny Mack Brown-Max Terhune	Oct. 9, '49	56m	Jan. 14	155	AYC	A-1	Fair
West of Eldorado (4854)	Mono.	Johnny Mack Brown-Max Terhune	June 5, '49	58m	May 7	(S)4600		A-1	
We Were Strangers (143)	Col.	Jennifer Jones-John Garfield	May, '49	106m	Apr. 30	4589		B	Excellent
When Willie Comes Marching Home (003)	20th-Fox	Dan Dailey-Corinne Calvet	Feb., '50	82m	Jan. 7	145		A-2	Excellent
Whirlpool (002)	20th-Fox	Gene Tierney-Jose Ferrer-Richard Conte	Jan., '50	97m	Nov. 26	97	A	B	Very Good
White Heat (901)*	WB	James Cagney-Virginia Mayo	Sept. 3, '49	114m	Aug. 27	4729	A	B	Excellent
Will James' Sand (color) (918)	20th-Fox	Mark Stevens-Coleen Gray	July, '49	77m	Apr. 30	4590	AYC	A-1	Very Good
Window, The (925)	RKO	Barbara Hale-Bobby Driscoll	May 21, '49	73m	May 14	4609	A	A-1	Very Good
Without Honor	UA	Laraine Day-Franchot Tone-Dane Clark	Oct. 21, '49	69m	Nov. 19	90	A	B	Good
Wolf Hunters (4821)	Mono.	Kirby Grant-Jan Clayton	Oct. 30, '49	70m	Oct. 8	(S)42	AYC	A-1	
Woman Hater (Brit.) (701)	Univ.	Stewart Granger-Edwige Feuillere	July, '49	69m	Sept. 3	2			Fair
Woman in Hiding (906)	Univ.	Ida Lupino-Howard Duff	Jan., '50	92m	Dec. 17	121	A or AY	A-2	Very Good
Woman in the Hall, The (Brit.) (960)	EL	Jean Simmons-Ursula Jeans	Aug., '49	93m	Jan. 29	4478		A-2	Very Good
Woman on Pier 13, The (008)	RKO	Laraine Day-Robert Ryan	Jan. 14, '50	73m	Sept. 24	26	AY	A-2	Good
(formerly I Married a Communist)									
Wyoming Bandit (866)	Rep.	Allan "Rocky" Lane-Eddy Waller	July 15, '49	60m	July 30	4698	AYC	A-1	Fair
YES SIR That's My Baby (color) (705)	Univ.	Donald O'Connor-Gloria De Haven	Sept., '49	82m	Aug. 13	4713	AYC	A-1	Good
You Can't Cheat an Honest Man	Realart	W. C. Fields-Edgar Bergen (reissue)	Oct., '49	79m	Jan. 28	170			
Young Daniel Boone (color) (4902)	Mono.	David Bruce-Kristine Miller	Feb. 26, '50		Dec. 31	(S)138			
Young Man With a Horn (916)	WB	Kirk Douglas-Lauren Bacall	Mar. 11, '50	112m	Feb. 11	185			Very Good
Younger Brothers, The (color) (823)	WB	Wayne Morris-Janis Paige	May 28, '49	77m	May 7	4597		A-2	Good
You're My Everything (color) (920)*	20th-Fox	Anne Baxter-Dan Dailey	Aug., '49	94m	July 2	4665	AYC	A-1	Very Good
ZAMBA (004)	EL	Jon Hall-June Vincent	Sept., '49	75m	Oct. 15	50	AYC	A-1	Fair

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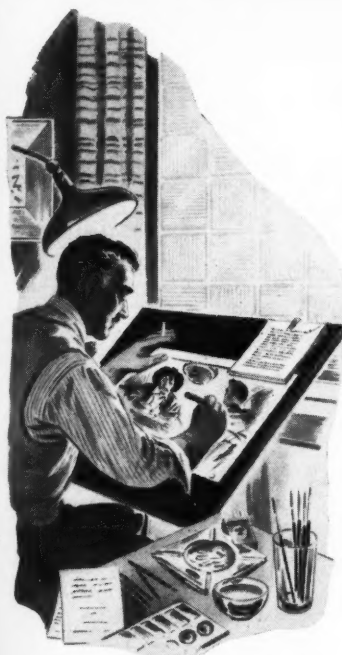
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